

British Airways is roaring to go with the British and Irish Lions Tour

Submitted by: pr-sending-enterprises

Thursday, 28 May 2009

British Airways is proud to be the official airline of the British & Irish Lions Tour to South Africa in 2009. The partnership will see British Airways fly the Lions squad and coaching staff to South Africa and provide domestic flights within the country through its branded franchise carrier, Comair. The official aircraft taking the team has been named 'Air Force Scrum' through a public competition.

British Airways has a strong rugby tradition. The airline supported the Lions during the 2005 tour of New Zealand and previously assisted England in the triumphant World Cup campaign of 2003. British Airways also has a long association with supporting British talent including previous sponsorship deals with the Rugby Football Union, Scottish Rugby Union and the England football team.

With Johannesburg already one of the must-visit destinations for 2009, British Airways has increased its flights to Johannesburg (http://www.britishairways.com/travel/flights-to-johannesburg/public/en_gb) from 14 to 19 a week to accommodate expected increase in demand, including the thousands of rugby supporters attending the Lions Tour. The Lions play two games in Johannesburg - on 3 June against Golden Lions and the third test against South Africa on 4 July. In addition to providing flights (http://www.britishairways.com/travel/home/public/en_gb), British Airways Holidays also offers a selection of hotels in Johannesburg (http://www.britishairways.com/travel/hotels-in-johannesburg/public/en_gb) to suit a variety of budgets and tastes.

Cape Town, another Lions' Tour destination, is famous for its cable car rides up Table Mountain as well as the Victoria and Alfred Waterfront - South Africa's most visited attraction - where visitors can catch live music performances. With The Lions playing two games in Cape Town - firstly on 13 June against Western Province before returning 10 days later to play the Junior Springboks, British Airways is expecting to see an upsurge on its daily flights to Cape Town (http://www.britishairways.com/travel/flights-to-cape-town/public/en_gb), as rugby fans base their trip to South Africa around the city. Between the matches, travellers can take advantage of the ability to pre-book car rental in Cape Town (http://www.britishairways.com/travel/car-rental-cape-town/public/en_gb) through British Airways to follow the Lions Tour or travel one of the most beautiful places on earth to watch African penguins at the Boulder Bay, visit Stellenbosch and sample some fantastic South African wine or just simply experience the views the famous Garden Route provides.

British Airways is proud to be the official airline of the British & Irish Lions 2009 Tour as well as a provider of hotels, car rental and tours across South Africa, to help ensure travelers have a memorable visit to this majestic land.

About British Airways / British Airways Holidays Ltd

British Airways Holidays Ltd. is a fully owned subsidiary of British Airways plc, which offers a range of destinations, hotels, car rental and experiences. With many money-saving special offers available; and the security of travelling with British Airways, British Airways Holidays Ltd can add peace of mind to

holiday plans. Working very closely with colleagues at British Airways, British Airways Holidays constantly seeks to exceed customers' expectations, both in terms of the value for money and quality of the service provided.

British Airways / British Airways Holidays Ltd PR contact:

Katja Cooper
01293 722107
Astral Towers
Betts Way
London Road
Crawley
RH10 9XA
www.ba.com