

British Airways launches cashback campaign

Submitted by: pr-sending-enterprises

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British Airways will be rewarding customers who stay in the UK to cheer on Team GB and Paralympics GB. The cashback rewards on holidays are for travel after the London 2012 Olympic and Paralympic Games and in line with specific athlete wins.

British Airways will feature a new offer based on a chosen athlete, valid for a limited period and in line with their schedule in the London 2012 Games. Each offer will also have a money back incentive dependent on the performance of the athlete.

Customers can book an offer via the dedicated campaign page on ba.com and later if the featured athlete wins a medal, cashback will be given on the booking in relation to the medal won. A maximum cashback reward is given based on the highest medal won.

For a Gold medal the cashback will be £100 per booking, for a Silver medal £75 per booking and for a Bronze medal £50 per booking.

The airline is currently supporting Jessica Ennis, World and European heptathlon gold medalist and if customers book an all-inclusive Caribbean holiday for seven nights they can win cashback on their holiday if she wins a Gold, Silver or Bronze medal.

Twenty-five favourite all-inclusive Caribbean holidays are on offer with flights plus seven nights all-inclusive accommodation.

Holidays in Cancun including flights and seven night's all-inclusive accommodation are included for travel on selected dates between September 10 and October 14, 2012 (travel dates vary by offer).

Many other destinations are also on offer including Dominican Republic, St Lucia, Antigua, Barbados, Tobago and Grenada

The Caribbean holiday deals are available to book until July 24, 2012.

Visit ba.com/winningdeals (http://www.britishairways.com/travel/OLYMPIC-HOLIDAY-DEALS/public/en_gb) for more information.

About British Airways:

British Airways plc offers a wide range of worldwide destinations - including holidays in Venice (http://www.britishairways.com/travel/holidays-in-venice/public/en_gb) and holidays in Los Angeles (http://www.britishairways.com/travel/holidays-in-los-angeles/public/en_gb), as well as flights to New York (http://www.britishairways.com/travel/flights-to-new-york/public/en_gb), hotels, car rental with Avis, and experiences. Customers can save time and money with ba.com when booking ATOL protected holiday packages, ATOL number is 5985. Passengers are offered added peace of mind to their holiday plans and the security of travelling with British Airways. British Airways plc constantly seeks to exceed customers'

expectations, both in terms of the value for money and quality of the service provided.

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