

British Airways reveals Las Vegas as top holiday destination for athletes

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It seems that British athletes will be going from the podium to the party, as Las Vegas has been revealed as the number one holiday destination for athletes following the London 2012 Olympic and Paralympic Games.

Official airline partner British Airways asked a number of Team GB and ParalympicsGB athletes about their holiday plans post September. Far from having a relaxing break, the results showed that many of the athletes will be seeking sun and fun on Las Vegas holidays (http://www.britishairways.com/travel/holidays-in-las-vegas/public/en_gb), following weeks and months of gruelling schedules.

Nearly a third of athletes (28 per cent) are planning a trip to America, with Las Vegas and Orlando holidays (http://www.britishairways.com/travel/holidays-in-orlando/public/en_gb) among the top choices. In second place is Spain, with 13 per cent of athletes planning a break to the mainland and its islands, with Ibiza topping the list.

One of the many athletes planning a trip to Las Vegas is triathlete Helen Jenkins, who said: "My husband and I love Vegas and cannot wait to return. The weather is always great, and there's always something going on. I'm not surprised it's popular with the athletes as we've all trained so hard for so long - it provides the perfect antidote to get away from it all."

In joint third place are Australia, Greece and Thailand, proving to be popular destinations due to the sunshine, beaches, sports activities, great food and culture they offer.

Some of the more unusual destinations included were Lithuania, Cuba and Scotland. The findings also revealed that there's no rest for some athletes, with four per cent planning an active ski or snowboarding holiday.

The top destinations chosen by Team GB and ParalympicsGB athletes included America, Spain, Greece, Thailand, Australia, France, as well as holidays in the Maldives (http://www.britishairways.com/travel/holidays-in-maldives/public/en_gb).

British Airways provides a wide range of holiday including short breaks in Barcelona, seven night holidays in Barbados and three night breaks in Las Vegas.

Richard Tams, British Airways Head of Sales and marketing for UK and Ireland, said: "We've seen a slight increase in late summer bookings this year, due to many holidaymakers staying at home to support our athletes during the London 2012 Games. The good news is that there are still lots of late bargains to be had.

"There are some great deals to Spain and Greece for those looking for a quick city break, to make it back in time for the Paralympic Games. For holidaymakers looking to go further a field, then Mexico is great

this time of year, although the party atmosphere in Jamaica following their Olympic success may well be more appealing to those looking for a lively time."

Throughout the London 2012 Olympic and Paralympic Games, British Airways is encouraging the nation to get behind the athletes and offer their support, using the hashtag #HomeAdvantage on Twitter.

British Airways is proud airline partner of Team GB and ParalympicsGB.

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About British Airways:

British Airways plc offers a wide range of worldwide destinations, including holidays in Rome (http://www.britishairways.com/travel/holidays-in-rome/public/en_gb) and flights to London (http://www.britishairways.com/travel/flights-to-london/public/en_gb). 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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