

British Airways Gives Customers The Chance To Sample The High Life With Free Upgrades

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British Airways will be giving its Club World customers the chance to sample the high life with free upgrades to First on selected flights from September 4 to December 12, 2014.

The offer will enable customers travelling in British Airways' Club World cabin to upgrade on one leg of their journey, free of charge, and make use of all the First facilities, from the seat to the First lounges, fine wines on the ground on board, a concierge service and dedicated check-in areas at the airport.

Kate Thornton, British Airways' head of product and service, said: "This is a great opportunity to thank and reward our customers, as well as giving them a chance to experience our luxurious First cabin and tailored service."

Customers upgrading to First will enjoy the privacy of a suite within a beautiful cabin of between just 14 and 17 fully flat spacious seats. Suites offer a personal suitor, atmospheric personal lighting and electronic blind, a 15-inch entertainment screen with the latest noise-cancelling headsets and a leather-topped writing desk.

Customers are offered a range of high quality wines and Champagnes, an a la carte menu and fully bespoke service, allowing guests to work, sleep and dine at a time that suits them.

Outbound travel is between September 4 and December 31, 2014 and inbound travel must be completed by January 7, 2014.

For further information visit www.ba.com/upgrade. To book call British Airways on 0844 493 0787 or speak to a travel agent and request the upgrade at the time of booking.

Ends

September 4, 2014 132/VM/2014

Notes to editors:

Examples of Club World fares (available in the British Airways sale until September 23, 2014):

- Los Angeles from £2,495
- New York return from £1,595
- Johannesburg return from £2,500
- Delhi return from £1,400
- Hong Kong from £2,601
- Tokyo (Narita) from £2,500

Terms and conditions of the offer:

Upgrades are subject to availability and must be requested at the time of booking. There is no limit to the number of journeys that can be taken, so a customer can book as many eligible flights as they like and receive the one-way upgrade (subject to availability) during the offer period.

Routes must have First, for the customer to be able to take advantage of the offer.

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