

#### How to Book

Call your Travel Agent or British Airways toll-free at 1 877 4 A VACATION (1.877.428.2228). Your reservation must be made at least 21 days prior to your departure for FIRST and at least 14 days prior to your departure for Club World business class. Your booking must also be paid for and ticketed at least 21 days before you travel and within 7 days of booking for FIRST and at least 14 days before you travel and within 7 days of booking for Club World. If you wish to combine travel classes on a journey, FIRST booking conditions will apply. These programs can only be booked and purchased in the USA in US dollars.

#### Reservations & Payments

These programs are available for travel through March 31, 2005, with all travel to be completed by March 31, 2005, unless otherwise specified. Seats are limited, may not be available on every flight and may not be available when you call. Hotels are subject to availability at time of booking.

#### Package Prices

All package prices for London in Style are per person based on double occupancy and include round-trip transatlantic airfare on British Airways in either FIRST or Club World business class to London, 3 consecutive nights' accommodation at selected hotels in London, round-trip airport to hotel chauffeur-driven private car transfers, full breakfast daily, and all local service fees and taxes, including VAT. Package prices displayed are valid for selected dates within the travel periods specified, hotels and room types only and are based on departures from New York (JFK). Package prices may be higher during other travel periods and from other British Airways USA gateway cities. All prices are subject to change prior to booking. The airfares used in London in Style vacations are only available in conjunction with the land packages featured in the brochure. The London In Style program has a minimum stay of 3 consecutive nights. The Passion of Paris extension has an additional 2-night minimum stay and must be taken consecutively to the main London in Style package. Extra nights, upgraded room types, and suites (if available) may be booked in either city at additional fees. The Passion of Paris extension cannot be purchased separately. Additional land products from our Britain & Europe brochure may be added to a London in Style vacation.

#### Documents

All documents are issued by British Airways, Plc. and British Airways Holidays. Documents will be issued 21 days prior to your departure unless you request Express Ticketing. Express Ticketing includes express delivery and will cost an additional \$15. With Express Ticketing, we will issue the documents upon your request, once full payment has been received.

#### Changes

Once tickets have been issued, alterations may be made only to the return flights of the air ticket, for a fee of \$150 per person, each time a change is made. Changes may not result in a minimum stay of less than 3 days. If you wish to return in fewer than 3 days, you will have to upgrade your entire ticket to an unrestricted fare in the travel class(es) of your choice. Changes to the land portion of the trip can be made, subject to availability for a fee of \$25, per adult for each change, before documents are issued. These programs cannot be rebooked or amended within 21 days of departure for FIRST, and 14 days for Club World. Change fees are non-refundable.

#### Add Peace of Mind

Because of the unforeseen costs and penalties that may be encountered by passengers in the event of trip cancellation or interruption, we recommend that all passengers seriously consider purchasing insurance that covers the full amount that they have invested in their trip. British Airways Travel Protection Plan, by AIG (Underwritten by National Union Fire Insurance Company of Pittsburgh, PA a member company of American International Group - AIG) provides coverage for the penalties you may incur in the event of the cancellation or interruption of your trip due to an illness or injury to you or an immediate family member. The cost of your coverage is determined by the value of your trip, including air, land accommodation and any other tour components you have purchased from British Airways. Infants (under 2 years of age) are covered free with the purchase of an adult policy. The plan also provides medical & baggage coverage for the duration of your trip (maximum 90 days). Please contact us at 1.877.428.2228 for rates and to book.

#### Cancellations

Penalties apply to any booking cancelled at any time after all products are confirmed and payment is received. The size of the penalty depends on when you cancel. For the maximum refund, please call us as soon as you know you must cancel. Cancellation penalties do not apply in the event of death or hospitalization of the passenger or a member of the passenger's immediate family as substantiated by a medical certificate or records to the satisfaction of British Airways. If cancelled, all documents must be returned to British Airways Holidays, Passenger Revenue Cancellations, 75-20 Astoria Blvd., Jackson Heights, NY 11370.

#### Cancellation Policy

Period of Notice (Days before departure)	Cancellation Charge
46 or more	no charge
45 - 16	\$100 per person
15 - 4	\$100 per person plus 20% of the price of package booked
3 - 0 or No Show	100% of the price of package booked

#### Not Included

Gasoline, oil, parking, tolls, Loss Damage Insurance/Collision Damage Waiver and Theft Protection, except where otherwise specified, personal insurance, location service charges, road tax, registration fees and Value Added Tax on car rentals. Meals, except where otherwise specified, all tips, laundry, and all items of a personal nature such as beverages, taxi and bus fares, green fees, shopping expenses, passport and visa fees. Airfares do not include approximately \$128 in government fee and taxes, and passenger facilities charges, depending on itinerary, plus the \$2.50 September 11 Security Fee. There may be additional departure taxes from certain cities. Fees and taxes are approximate and subject to change. The Passion of Paris package does not include up to an additional GBP19 (approximately USD32.00) in UK departure fees plus French departure tax, security tax or passenger facility charges of up to EUR14.00 (approximately USD17.00). Passport and visa fees are also not included. Taxes and fees are approximate and subject to change. Children's, infant's, and trade/industry discounts are not permitted on any portion of these programs.

#### Free Baggage Allowance

On flights to/from the USA, two checked bags per person, one carry-on bag, plus a briefcase or laptop are allowed. Total weight of carry-on bags may not exceed 40 pounds. Baggage allowances are subject to change. Please check with British Airways for up-to-date information. Travel insurance which covers baggage is recommended.

#### Frequent Flyer Mileage

As a British Airways Executive Club® member you will earn 2,000 bonus BA Miles when you book and travel on a London in Style vacation or any other British Airways Holidays land product or package, in addition to earning miles on British Airways flights. However, award travel and upgrade awards may not be redeemed toward London in Style vacation packages. For more information and to enroll, visit us at [ba.com/execclub](http://ba.com/execclub).

#### Responsibility

British Airways Holidays on behalf of British Airways Plc (BA) has contracted with independent contractors to provide hotel accommodation, car rentals and other land services. Neither British Airways Plc, nor any of its subsidiaries or affiliates (including, without limitation, British Airways Holidays, and/or Teleflight Limited d/b/a Flytele together, "BA") are responsible for any acts and/or omissions of these independent contractors, their employees, agents, servants or representatives. BA acts not as principal but only in the capacity of agent for these independent contractors and accordingly, BA will accept no responsibility or liability in respect of either person or property for any loss, damage, injury, accident, delay or irregularity however occasioned, sustained or suffered in or during any package, journey, trip or tour, or in the carrying out of any arrangements booked by or through BA. BA is not acting as agent for its passengers in effecting the booking. BA will accept no ability in contract or in tort for any injury, damage, loss, delay, additional expenses or inconvenience caused directly or indirectly by force majeure or other events which are beyond our control, or which are not preventable by reasonable diligence on our part including, but not limited to, war, civil disturbance, acts of terrorism, fire, floods, unusually severe weather conditions, acts of God, acts of government or of any authorities, accidents to or failure of equipment or machinery, or industrial action (whether or not involving our employees and even though such action may be settled by acceding to demands of a labour group). BA is not responsible for setting or enforcing any applicable minimum drinking age or local legal limits. British Airways Plc, as an international air carrier, is subject to international conventions limiting its liability; the limitations of liability are contained on the reverse side of your airline ticket and form part of the terms and conditions hereof. The terms and conditions apply equally to you and to all persons named in your booking. The law regarding accommodations for persons with disabilities varies from country to country and British Airways Holidays cannot guarantee that all hotels, transport and amenities will be equipped/suitable for wheelchair users/disabled persons.

THE LUXURY VACATION

# LONDON IN STYLE®

NOVEMBER 1, 2003 - MARCH 31, 2005





*River Thames*

This City now doth, like a garment, wear  
The beauty of the morning; silent, bare,  
Ships, towers, domes, theatres, and temples lie  
Open to the fields, and to the sky.

—Wordsworth



Cover: Fan vaulting on the ceiling of Westminster Abbey, surrounded by stained glass windows.



*An exquisite breakfast, a cup of steaming tea, a morning walk  
beside the Thames; the river’s gentle murmur carrying the verse of  
Wordsworth, Blake, and Auden through the heart of London . . .*

Poetic London

British Airways® invites you to visit the city that inspired our greatest voices to song. Experience London in a style that surpasses expectations. Sip vintage wine as you are whisked across the ocean in privacy and comfort. Luxuriate in the incomparable elegance of the city’s finest hotels. Discover the thrill and majesty of London.

This unique vacation offers exceptional leisure options to enhance London’s timeless splendor — historic streets, soaring cathedrals, superlative art and theatre, fine dining, and world-class shopping.

Your London in Style experience is just a phone call away at 1.877.428.2228.

*“And now the time returns again,”* wrote William Blake, his soul exultant at the site of London’s magnificent towers.





## Enchanting London

*An afternoon massage at your favourite hotel spa — divine relief after a day exploring London's ancient spaces. You're reminded of the immense stillness within the magnificent dome of St. Paul's Cathedral . . .*

London is alive with history. Where to begin?

Stroll past Buckingham Palace to see the storied guards, or wonder at the soaring medieval ceilings of Westminster Abbey. Marvel at the majestic Tower of London, then stop for a glass of wine near Tower Bridge.

Begin anywhere you wish . . .

*Candlelight, enchanting music,*

*a meal to remember after a day spoiling  
yourself on Bond Street.*

## Romantic London

*You haven't felt this pampered and relaxed since — who knows when . . .*

Your hotel makes you feel like royalty, and right outside the doors of your private palace the wonders of London line up to surprise and delight, from Regent's Park to Knightsbridge, from Covent Garden to the West End. You will find all the heart desires.

It's a shame there are only so many hours in the day.



*Embankment*

And down by the brimming river

I heard a lover sing

Under an arch of the railway:

“Love has no ending.”

—W.H. Auden



## London Awaits

Your London in Style vacation is a sublime package, giving you the option of flying either of British Airways' premium travel classes — FIRST or Club World<sup>SM</sup> business class.

When you travel FIRST, you can be assured of the highest standards of service and attention to detail at every stage of your voyage. In addition, the refined and spacious environment of your own 'Demi-Cabin' will provide you with all the comfort and seclusion you need, whether you wish to enjoy the in-flight entertainment, dine from our extensive A La Carte menu or just settle into the 6' 6" bed for a perfect night's sleep.

If you choose the award winning Club World business class, you will enjoy gracious, intuitive service as you relax into a 180° truly flat bed. This unique cabin is designed to maximize your personal space and privacy as you fly across the Atlantic.

Whichever option you choose, you will savour your journey as much as your stay as you arrive feeling rested, refreshed, and ready to explore poetic London.

The package price includes your pick of the finest luxury hotels for three glorious nights in London with full breakfast, as well as chauffeur-driven private car transportation to and from your hotel and the airport.

Call 1.877.428.2228 and reserve your London escape today.

When you call, find out how you can complete your London experience with a traditional Afternoon Tea, or perhaps a delightful cruise on the Thames, featuring a delectable four-course dinner. You'll dance the night away as you glide beneath the city's historic bridges . . .

London in Style. November 1, 2003 - March 31, 2005. Vacation package includes:

Round-trip transatlantic air transportation on British Airways via FIRST or Club World business class to London from any British Airways US gateway city\*. (You can combine travel classes on your journey, if you wish).

Three nights' deluxe accommodation in London at your choice of one of 12 luxury hotels, with full breakfast daily, including all service charges and VAT. Extra nights, upgraded rooms, and suites (where applicable) are available. Please contact British Airways Holidays® at 1.877.428.2228 for rates.

Chauffeur-driven private car transportation from Heathrow or Gatwick airports, to and from your London hotel.

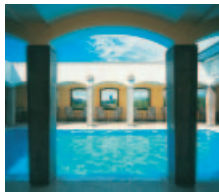


**ATHENAEUM** 116 Piccadilly, London, W1J 7BJ  
In a wonderful location on busy Piccadilly, this stylish, privately-owned hotel has long been a favourite with many celebrity visitors. As soon as you walk through the doors you'll enjoy the warm hospitality that brings guests back time after time. The bedrooms are beautifully finished with some cozy touches that very much reflect the style throughout this hotel.

Air-conditioning, Television, Tea/Coffee Making Facilities, Minibar, Hair Dryer, Safe, PC Modem, Room Service, Restaurants, Bar, Elevators, Health Club/Gym

**BRITISH AIRWAYS US GATEWAY CITIES:**

Atlanta, Baltimore, Boston, Chicago, Dallas/Ft. Worth, Denver\*, Detroit, Houston, Los Angeles, Miami, Newark, New York City, Orlando\*, Phoenix, Philadelphia, San Francisco, Seattle, Tampa\*, Washington, D.C.



**THE BERKELEY** Knightsbridge, London, SW1X 7RL  
The Berkeley is within easy reach of Knightsbridge and London's famous stores. Rooms and suites have a contemporary English feel and the pool is one of the only two rooftop pools in London with a retracting roof and views overlooking Hyde Park. The Health Club and Spa is one of the finest spas in the country, offering the very latest treatments.

Air-conditioning, Television, Minibar, Hair Dryer, Safe, PC Modem, Room Service, Restaurants, Bar, Elevators, Pool, Health Club/Gym



**CHURCHILL INTER-CONTINENTAL** Portman Square, London, W1A 4ZX  
Set in a quiet, English garden square right in the heart of London is the luxurious and stylish Churchill Inter-Continental, where friendly service and attention to detail are values still held in the highest regard. Dining options include the critically acclaimed Italian restaurant Locanda Locatelli, The Terrace on Portman Square, and the Churchill Bar and Cigar Divan.

Air-conditioning, Television, Minibar, Hair Dryer, Room Service, Restaurant, Bar, Elevators



**CLARIDGES** Brook Street, London, W1A 2JQ  
Located in the heart of Mayfair, Claridges exemplifies the very best in English hospitality. Beautifully restored Claridges has the style and elegance of one of the most prestigious hotels in London. The hotels facilities include a superb restaurant, health spa and beauty salon.

Air-conditioning, Television, Minibar, Hair Dryer, Safe, PC Modem, Room Service, Restaurants, Bar, Elevators, Health Club/Gym



**THE DORCHESTER** Park Lane, London, W1A 2HJ  
Undoubtedly one of London's finest hotels, The Dorchester stands directly on Park Lane and affords wonderful views over Hyde Park. No two guest rooms are the same but each is beautifully furnished to the same high standard. Some of the original 1930's features have been retained to further enhance the elegant character. A stay at The Dorchester is truly a special experience.

Air-conditioning, Television, Minibar, Hair Dryer, Safe, PC Modem, Room Service, Restaurants, Bars, Elevators, Health Club/Gym



**THE LANDMARK** 222 Marylebone Road, London, NW1 6JQ  
Upholding the finest traditions of British hospitality and offering some of the largest and most luxurious bedrooms in London, this exceptional hotel describes itself as being "spectacularly different". There is an ample choice of dining venues — including the Winter Garden housed at the base of an eight storey atrium.

Air-conditioning, Television, Minibar, Hair Dryer, PC Modem, Room Service, Restaurants, Bar, Elevators, Pool, Health Club/Gym

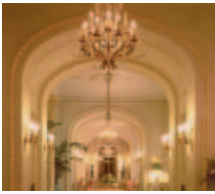
**The Passion of Paris Extension: (from \$709)** Includes round-trip airfare from London to Paris in British Airways Club Europe<sup>SM</sup> business class, two nights' deluxe hotel accommodation in Paris at your choice of one of four luxury hotels with breakfast daily, all service charges and VAT, and chauffeur-driven private car transportation to and from your Paris hotel and Charles de Gaulle airport. Eurostar is also available.

**Dinner Cruise on the River Thames: (from \$96)** Includes cruise with live music, apéritif, and four-course dinner.

**Afternoon Tea: (from \$22)** Round off your day with a traditional afternoon tea at the world famous Fortnum and Mason department store.

*Package prices below are per person based on double occupancy on flights from New York (JFK) that reflect low shoulder season airfare (for Club World packages only) and are valid for selected dates within the travel periods indicated. Prices may be higher dependent on travel dates selected, room type, and from other British Airways' USA gateway cities. Prices are subject to availability and government approval. Please see terms and conditions for fees and taxes, advance booking requirements, cancellation penalties and other important information.*

*\* FIRST not available in Denver, Orlando, and Tampa.*



**THE RITZ** 150 Piccadilly, London, W1J 9BR  
Perfectly situated on Piccadilly near the designer boutiques of Bond Street, The Ritz has sweeping views across Green Park towards Buckingham Palace. No two rooms at The Ritz are alike and all offer levels of comfort synonymous with a world-class hotel. Dining at this hotel is an event in itself and the Ritz restaurant is one of Europe's prettiest dining rooms.

Air-conditioning, Television, VCR, Minibar, Hair Dryer, Safe, PC Modem, Room Service, Restaurants, Bar, Elevators, Health Club/Gym



**ROYAL GARDEN** 2-24 Kensington High St, London, W8 4PT  
The Royal Garden enjoys an enviable location overlooking the gardens of Kensington Palace which is ideal for exploring the fashion houses, antique shops and emporiums of Kensington High Street. The decor and furnishings are a combination of luxury and comfort whilst the attentive service is friendly and courteous.

Air-conditioning, Television, Minibar, Hair Dryer, Safe, PC Modem, Room Service, Restaurants, Bars, Elevators, Health Club/Gym



**ROYAL LANCASTER** Lancaster Terrace, London, W2 2TY  
The modern exterior belies an elegant interior at the Royal Lancaster Hotel. Wonderful views of Kensington Gardens and Hyde Park and first class bedroom furnishings combine to offer guests a memorable stay. Enjoy authentic Thai cuisine at the The Nipa Restaurant, where you will be greeted by aromatic smells and attentive waiting staff.

Air-conditioning, Television, Minibar, Hair Dryer, Safe, PC Modem, Room Service, Restaurants, Bar, Elevators



**THE SAVOY** The Strand, London, WC2R 0EU  
The Savoy is one of the most famous hotels in the world, renowned for its elegant style and English hospitality. Located on a bend of the Thames close to all the major sights of London and Theatreland. Elegant Art Deco furnishings adorn the bedrooms and the public areas alike. The hotel is also home to the famous River Restaurant and The American Bar.

Air-conditioning, Television, Minibar, Hair Dryer, Safe, PC Modem, Room Service, Restaurants, Bars, Elevators, Pool, Health Club/Gym



**SOFITEL ST JAMES** 6 Waterloo Place, London, SW1Y 4AN  
The new Sofitel St James stands in the heart of London on Pall Mall just minutes from Buckingham Palace, Trafalgar Square, Piccadilly and the West End. Behind its neo façade this state-of-the-art hotel carefully blends traditional and contemporary style and design. Afternoon tea, light meals and snacks are served throughout the day in the elegant and traditional Rose Lounge.

Air-conditioning, Television, Minibar, Hair Dryer, Safe, PC Modem, Room Service, Restaurant, Bar, Elevators, Health Club/Gym



**WESTBURY** Bond Street, London, W1S 2YF  
The Westbury is ideally situated in Mayfair, the heart of the classiest shopping district in London. Major tourist attractions, galleries and Theatreland are all within walking distance of this distinctive property. This family owned hotel offers a warm welcome and all the modern amenities you would expect from a luxury hotel.

Air-conditioning, Television, Minibar, Hair Dryer, Room Service, Restaurant, Bar, Elevators, Health Club/Gym