

British Airways Launches Dynamic Packaging To Save Customers Time And Money



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British Airways is rolling out a new feature on ba.com that gives customers the ability to book a complete holiday package from thousands of options online, saving them time and money.



The new holidays application from [British Airways](#) is simple and easy to use and bookings are fully ATOL protected giving customers' peace of mind that their [holiday](#) is safe.

Robert Boyle, British Airways Director of Strategy and Business Units, said: "This new feature - called dynamic packaging - is a huge step forward for ba.com and our customers. It is simple and easy to use and allows us to offer a new range of exciting hotel, car rental and tourist experiences packaged together at better prices than ever before. Our holidays are ATOL protected so customers can fly with us secure in the knowledge that their holiday is safe. It's a dream value-for-money package in these difficult times."

Customers can adjust their search results based on price, type of hotel and location and compare their top three choices. They can also

choose their hotel direct from a Microsoft map, making sure they are totally in control of planning their perfect holiday.

The new range of products that will be available includes:

- 4,000 great value [hotels](#) including Marriott, InterContinental, Sheraton, and Hilton plus an extensive choice of independent hotels, all specially selected to meet BA standards.
- 3,000 'experiences' from cultural sightseeing trips to action-packed adventures.
- Avis car rental and fly-drive packages

There are exclusive benefits for Executive Club members who can earn up to 10,000 Bonus BA Miles when they [book flights](#) + hotel, or flights + car holiday package. When booking an Avis car, members will also receive incremental Bonus BA Miles at the rate of three for every pound spent, with a minimum of 500.

Customers will still have the option to select flight only, hotel only or car rental only or simply add what they need to flights. But by using the new technology they can now easily create their own personalised holiday package which will offer better prices than ever before.

Ends

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.

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