

British Airways launches TripAdvisor on ba.com



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British Airways has launched trusted tips on worldwide destinations with the help of TripAdvisor to all its holiday and destination guides on ba.com. Customers can now tap into the wisdom of the crowds by reading TripAdvisor travellers' opinions throughout British Airways' own travel guides on ba.com.

TripAdvisor is the world's most popular and largest travel community, featuring more than 30 million reviews and opinions from real travellers, as well as sets of 'Best of' guides. The launch is intended to help customers find the best deals to British Airways amazing array of destinations.

TripAdvisor is seen as an impartial source for seeking advice on the top places to stay in the Maldives, great sightseeing tips in Barcelona or delicious spots to dine in New York, with candid photos and recent reviews offering further help in planning the perfect trip. Once customers have found their ideal destination with the help of Trip Advisor, they can book their holiday on ba.com, which offers over 4,000 carefully selected hotels across the world together with flights, car rental and experiences.

British Airways and TripAdvisor have come up with a 2010 travel wish list to inspire customers searching for their dream destination. Categories include culture breaks like the UNESCO-listed Old Town of Dubrovnik and Istanbul; European Capital of Culture for 2010. Hip short breaks include [short breaks in Miami](#) and Barcelona, with the opening of the brand new stylish W Barcelona, along with firm favourites for searches like [hotels in New York](#) and Hong Kong. Also tipped for the must-see 2010 list are the idyllic Maldives and upmarket

Punta Cana in the Dominican Republic, now easily accessible with British Airways as the only scheduled UK carrier to offer direct flights. British Airways' recent launching of [flights to Montego Bay](#) and [Sharm El Sheikh](#) have proved to be popular hot spots with families this year, while the newly opened Fairmont Pacific Rim in Olympic City Vancouver, and the green capital of the world - Stockholm have been popular for those wanting a taste of the outdoor life.

Over the first few days since its recent launch, British Airways has revealed that the most read TripAdvisor reviews are for the 5* Milestone hotel in London, followed by the prestigious 5* Bellagio in Las Vegas and 5* Sofitel and 5* Ritz Carlton hotels in New York, plus the 4* Bougainvillia Resort in Barbados. All top 5 hotels are rated top 1 to 3 in their destination by TripAdvisor.

Ends

Notes to Editors:

About

British

Airways:

British Airways plc offers a wide range of worldwide destinations, flights, hotels, car rental and experiences. Travellers can save time and money with ba.com when booking an ATOL protected [package holiday](#).

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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