

# British Airways Announces Tie-Up With Meridiana And Adds Florence Route To Network



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British Airways and Meridiana-Eurofly have announced a new codesharing agreement on Meridiana's services between London Gatwick and Florence. The agreement allows passengers to buy a BA ticket on [ba.com](#) for direct [flights to Florence](#) from Gatwick, benefiting from BA fares and pre- and post flight BA customer service.



The new agreement came into place February 10, 2010 on Meridiana's double daily service from Gatwick South Terminal to Florence. British Airways customers will benefit from a two class A319 aircraft on this route offering both Business (Electa Club) & Economy seating options.

Gavin Halliday, area general manager for Europe, said, "Tuscany has long been a favourite destination for our customers and we already operate two flights a day from London to Pisa, increasing to three flights a day during the summer season. Tying up with Meridiana increases our capacity into this very popular holiday region and we are very pleased to be able to offer our customers a wider choice of flights."

Giuseppe Russo, Executive VP Commercial Meridiana-Eurofly, said: "We started cooperating with British Airways several years ago on the Milan Linate-London Heathrow route and this new agreement on our Florence-Gatwick flights should further strengthen our relationship with British Airways, now and in the future".

British Airways also offers a range of [hotels in Florence](#), from 2\* budget hotels for the price-conscious through to the magnificent 18th century palace 5\* Grand Hotel Florence overlooking a beautiful historical square by the Arno River, or for the design conscious, there is the 4\* Una Vittoria. [Car rental in Florence](#) is available through Avis and provides customer with the perfect tool for their driving holiday around Tuscany.

Ends

Notes to Editors:

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British Airways plc offers a wide range of worldwide destinations - including [holidays in Italy](#), flights, hotels, car rental and experiences. Save time and money with ba.com when booking ATOL protected holiday packages. 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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