

British Airways Launches Luxury Sale



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British Airways is cutting its fares by up to 29 per cent in business class and up to 60 per cent in its First Class cabin in its Luxury Sale for bookings made between May 26 and June 21, 2011. Over 80 destinations are included in the sale based on various travel dates from June 9 to December 31, 2011.

Customers can enjoy savings of up to 29 per cent on business class flights to Grenada and up to 24 per cent on business class flights to Kingston in Jamaica. Great value holiday packages are also available including [holidays to Jamaica](#) at the 4.5* Hilton Rose Hall Resort & Spa in Montego Bay - which has just received the coveted 2011 five diamond AAA award.

Further afield, customers can save up to 25 per cent on business class flights to Buenos Aires and up to 20 per cent in business class flights to Hong Kong. The sale also includes [luxury holidays in Dubai](#) where world-class properties host restaurants, spas and shopping malls. British Airways offers grand resorts on the beach including The Ritz-Carlton or choose a hotel set in the desert like the Al Maha Desert Resort and Spa. All British Airways' hotels in Dubai offer excellent facilities, great service and comfortable rooms - perfect for luxury holidays.

Now is a good time to visit the USA where customers can take advantage of the rise in the pound against the dollar and there is also up to 29 per cent off business class fares. Holiday packages are included across North America from beach holidays in Miami to a [city break in Boston](#). Boston is the perfect base to explore the surrounding areas with a New England fly-drive or alternatively stay in the city and visit the historic sites along the freedom trail or the Museum of Fine Arts.

Customers can enjoy the exclusivity and privacy of British Airways' First class cabin, re-launched after a £100 million investment and being rolled out across the fleet throughout 2011. Customers can take advantage of savings of up to 60 per cent on First class flights to Houston, 54 per cent on First class flights to LA and 52 per cent on First class flights to Las Vegas.

Customers looking for [luxury holidays](#) will find a wide range of 5 star and luxury hotels to suit every taste in British Airways' Prestige Collection. Luxury, quality and attention to detail are exactly the 5 star qualities that can be found from British Airways' luxury holidays.

Ends

About British Airways:

British Airways offers a wide range of holiday experiences around the world to complement its flight network – with city breaks, beach holidays, hotels from value two star hotels through to luxury five star resorts, Avis car hire and as well as a wide range of experiences in-resort from city tours through to transfers. Customers can save time and money with ba.com when booking ATOL protected holiday packages utilising flight+hotel or flight+car (ATOL number is 5985). 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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