

**FOR IMMEDIATE RELEASE**

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CITY OF NEW ORLEANS

Mitchell J. Landrieu, Mayor

**British Airways Announces Non-Stop Service to London from New Orleans**

*Non-stop international destinations from New Orleans increase to six cities*

**New Orleans** – Today, British Airways announced it will begin year-round service to London from New Orleans beginning March 27, 2017. This new international non-stop flight departs four times per week from Louis Armstrong New Orleans International Airport (MSY) to London Heathrow (LHR). From London Heathrow, British Airways' passengers can connect seamlessly to over 130 destinations in Europe and beyond. This announcement welcomes the Airport's sixth international destination.

**Simon Brooks, Senior Vice President, British Airways**, said "We are delighted to be adding New Orleans to the British Airways global network. It's such a vibrant city and like London, it boasts an iconic music and arts scene. I'm sure it will be a big hit with British visitors. We are also pleased to be connecting our two cities as developing technology hubs and look forward to increased business opportunities as a result of the new service."

British Airways will be operating a Boeing 787-800 Dreamliner, the newest aircraft of their fleet. Each of the Dreamliner's 214 seats is equipped with widescreen TVs, an entertainment system capable of connecting with passengers' devices, and an in-seat chat system for talking to family or friends on the flight. The aircraft is divided into three cabins with 154 seats in World Traveller (economy), 25 seats in World Traveller Plus (premium economy), and 35 seats in Club World (business). Passengers can enjoy free meals, beverages, and a free checked bag.

The new service will depart from London Heathrow at 3:40pm and arrive at Louis Armstrong New Orleans International Airport at 7:40pm. The departure will be at 9:10pm from New Orleans arriving into London Heathrow's Terminal 5 at 12:00 noon the next day. Tickets are now available for purchase on [www.ba.com](http://www.ba.com).

**New Orleans Mayor Mitch Landrieu** said, "For years, we have pursued bringing more direct international flights to Armstrong Airport, and with the addition of British Airways, it's clear our hard work is paying off. Now, travelling from London to New Orleans and likewise from New Orleans abroad will be more economical and save time, unleashing new economic ties and cultural exchanges for our region's businesses. Nonstop flights

to London open a gateway to new international markets that will create jobs and new opportunity. In advance of our city's tricentennial in 2018 and the opening of new North Terminal project, New Orleans is poised for big things as we welcome more travelers from around the world to our world-class city."

**Louisiana Governor John Bel Edwards** said, "Reconnecting New Orleans and London with nonstop flights makes perfect business and tourism sense for our state. More travelers come to the U.S. from the U.K. than any other nation outside the Americas, and New Orleans experienced the biggest growth rate in overseas visitors of any U.S. city last year. We have prepared for this opportunity extensively in collaboration with the airport, the City of New Orleans, the New Orleans CVB, Greater New Orleans Inc., Louisiana Economic Development and other partners. Our collective efforts to attract British Airways will build the global tourism brand of New Orleans, create new jobs in the region, and generate significant international business development for Louisiana."

**Jefferson Parish President Mike Yenni** said, "British Airways is no doubt one of the most exciting additions to Armstrong International. This continued partnership between Jefferson Parish and the City of New Orleans continues to grow and flourish and the addition of this new airline truly emphasizes how strong economic development ties from both parties can bring new and exciting companies to the airport. I look forward to seeing the growth of Armstrong International and with the new terminal under construction, this will only mean more growth and a level of service you can't get anywhere else."

**Cheryl Teamer, New Orleans Aviation Board Chairwoman**, said, "This is a prodigious occasion for the Airport and the community. After several decades, the Airport will once again provide non-stop service to London with British Airways."

**New Orleans Councilman Jared Brossett, Chair of the Transportation and Aviation Committee**, said, "The number of international travelers is already on the rise for New Orleans. With this new non-stop flight from London, we hope to see those numbers continue to grow."

**Walter Krygowski, Acting Director of Aviation for Louis Armstrong New Orleans International Airport**, said, "London was New Orleans' number one un-served international destination. Our team worked very hard to return non-stop service to London from New Orleans, and we are pleased to have finally done that. We welcome this new international destination from Armstrong International with British Airways."

**Gregory Rusovich, Chairman, Louisiana Board of International Commerce**, said, "This exciting new global service will have a huge transformational impact on our state, region and city. Louisiana is quickly becoming a global epicenter ready for business and ready to delight even more visitors. We thank British Airways, one of the finest airlines on planet earth, for choosing Louisiana. We are proud, grateful and ready for this dynamic opportunity."

**Michael Hecht, President & CEO of GNO, Inc.**, said, “‘Game changer’ is the best way to describe this announcement. Reconnecting the New Orleans region to London and Europe for the first time since 1982 will have a dramatic positive impact on tourism, conventions and business – and will go a long way towards making New Orleans once again a truly global economic player. Landing this flight was the result of a remarkable 4+ year public/private effort, that emphatically demonstrates the power of partnership and perseverance. The entire team is thrilled to welcome British Airways to New Orleans.”

**Stephen Perry, President & CEO of the New Orleans Convention & Visitors Bureau**, said, “The new partnership with BA will drive the brand of New Orleans as a world destination not only in the UK, but throughout the European continent. With the new Dreamliner and all of its amenities, we will have a top of class aircraft directly connecting London to New Orleans. We will jointly forge an entirely new marketing approach in collaboration with BA and our London office that will be a huge part of a greatly ramped up international marketing program, designed to generate hundreds of millions of new top line dollars to the Greater New Orleans region.”

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#### **About Louis Armstrong New Orleans International Airport**

Louis Armstrong New Orleans International Airport (MSY) is the primary commercial airport in the State of Louisiana serving over 80% of all passengers flying into the State. Armstrong International Airport is owned by the City of New Orleans. The New Orleans Aviation Board (NOAB), an unattached board of the City of New Orleans, oversees the administration, operation, and maintenance of Armstrong International. With this announcement by British Airways, the Airport now has 16 airlines providing service to 57 non-stop destinations, including six international destinations. A new world-class terminal complex is currently being constructed. The new North Terminal will be complete by May 2018 in time for the 300th anniversary of the City of New Orleans. For more information, please visit [www.flymsy.com](http://www.flymsy.com).