

British Airways And Malaga City Make Plans For A Joint Future



Released on: December 17, 2009, 2:01 pm

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Industry: [Travel](#)

British Airways online and direct sales manager, Keith Chuter, and Francisco De La Torre, the Mayor of Malaga Town Hall, put pen to paper this month, signing a letter of intent, making official their plans to further promote Malaga City in the British market. The letter lays the foundations of a two year agreement that will see British Airways use its online channels, to highlight the many flights available to Malaga from the UK, and further increase tourism to the city.



The agreement, set to begin in early 2010, will incorporate a two phase marketing, media and advertising campaign. Phase one will see British Airways expand its online channels, allowing it to strongly promote and sell Malaga. Two familiarisation trips will take place to highlight the city's Picasso links, cultural and historic offerings, year-round events, fantastic gastronomy and prestigious hotels.

Phase two will involve the expansion of communication channels and development of advertising campaigns. The campaign will also see British Airways contract tours to the city, which will appear on the Malaga Turismo website, with a hyperlink to the British Airways website.

The agreement is scheduled to end in the Spring/Summer of 2011 however, if the campaign has been a great success it's likely a further two year agreement will be signed.

British Airways currently operates 12 [flights to Malaga](#) from the UK every week and also offers a wide range of hotels, from the 3* value-for-money Atarazanas Malaga Boutique Hotel to the magnificent 4*+ Petit Palace Plaza ideally located in the historic centre. For added convenience, British Airways also offers [car rental in Malaga](#).

It's hoped this winning partnership with the Malaga Council of Tourism, will not only encourage more travellers to use the route but, will also encourage those visiting to explore the city and discover more about its rich heritage.

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About British Airways
British Airways Plc offers a wide range of city break destinations, [flights](#), holidays, hotels, car rental and experiences. ba.com enables travelers to save time and money when booking ATOL protected [holiday packages](#). Passengers can add 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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