

# British Airways Takes Millions To South Africa



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British Airways is preparing to take more than 2.5 million customers to South Africa during the forthcoming World Cup 2010.



The airline operates seven flights per week to Cape Town and 19 [flights to Johannesburg](#), as well as excellent connections to domestic and regional locations provided by its branded franchise carrier, Comair. Between the matches, travellers can take advantage of the ability to pre-book [Avis car rental in Cape Town](#) through British Airways to travel one of the most beautiful places on earth to watch African penguins at the Boulder Bay, visit Stellenbosch and sample some fantastic South African wine or just simply experience the views the famous Garden Route provides.

As official airline of the England 2018 World Cup Bid, British Airways is helping football fans get into the spirit of the World Cup. During June and July special on-board announcements will be made on South Africa flights to invite customers to back the England 2018 Bid. Dedicated aircraft painted with black and white football nose cones will operate on some of the flights.

Football pundit and former England striker Gary Lineker who helped British Airways launch its support for Backing the Bid said: "To host the World Cup in 2018 would be a privilege and a great boost for English football. We have a 100 per cent record in home World Cups and it would be wonderful to keep up that performance."

Ashley Cowen, British Airways' area regional manager, Asia Pacific and Africa, said: "South Africa is one of our most popular destinations, even more so this summer. We are thrilled to be welcoming so many customers to the Rainbow Nation in the coming weeks."

British Airways customers flying to Africa during June and July can look forward to locally sourced fresh produce onboard flights. English favourites such as Chicken tikka masala, whiskey cured salmon with Grimsby potted shrimps, medallion of beef, and Eton Mess with strawberry compote will be available on board, with a wide selection of South Africa wines.

For more information on the airline visit [ba.com/southafrica](http://ba.com/southafrica), to help back the bid visit [england2018bid.com](http://england2018bid.com)

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Notes to Editors:  
Comair operates [flights to Cape Town](#), Johannesburg, Durban, Port Elizabeth, Mauritius, Kruger National Park and Harare

**About British Airways**

British Airways plc offers a wide range of worldwide destinations - including [holidays in South Africa](#), hotels, flights, car rental and experiences. Customers can save time and money with [ba.com](http://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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