



British Airways Announces Premiere London-Austin Nonstop Flight

City's First Nonstop Transatlantic Air Service to bring \$70 million Economic Impact in First Year

September 3, 2013, AUSTIN, TX — British Airways has announced new, nonstop service between London and Austin beginning March 3, 2014. The flight will connect Heathrow and Austin-Bergstrom International Airport and marks the first regular transatlantic air service for the city of Austin. Linking London and Austin nonstop is expected to further strengthen the economic position of Austin and its airport.

“As the Mayor of Austin and a former pilot, I could not be more excited about this announcement by British Airways, one of the world’s foremost carriers,” said Austin Mayor Lee Leffingwell. “Connecting two of the world’s great cities, London and Austin, through this first time, non-stop service between ABIA and Heathrow Airport is sure to take our city to a new level for both business and vacation travelers.”

The London-Heathrow nonstop route will have an initial economic impact of \$69.7 million the first year, and is expected to grow to \$74 million annually within three years.

“This flight represents a pivotal moment for the city of Austin, as it reflects the region’s growing significance on the global stage as both a destination for business and international tourism,” said Gary Farmer, President of Heritage Title Company of Austin, Inc. and Chairman of Opportunity Austin; a five-county economic development initiative of the Greater Austin Chamber of Commerce. “Initiatives like Opportunity Austin allow businesses to voice support for initiatives like this in a unified and impactful manner, with a result that will benefit the region for generations to come.”

Austin travelers have been looking forward to transatlantic service, a route community leaders strongly support. ABIA generates \$2.4 billion in area economic impact each year, supporting 48,662 direct and indirect jobs – 7% of the total jobs in Austin. The Austin region works tirelessly to maximize these benefits by continually pursuing new airline service and driving economic development.

“The unprecedented partnership between Central Texas and British Airways would not be possible without the unity and collaboration of community leaders: the Austin Chamber of Commerce, Austin-Bergstrom International Airport, Austin Convention and Visitors Bureau, and the City of Austin,” said Austin Chamber Board Chairman Lew Little, Jr., CEO, Harden Healthcare. “This

unparalleled route elevates the international status of the Austin area and puts our region on the map for continued business expansion, growth and investment opportunities. As a business community, we are looking forward to strengthening existing connections and forging new relationships with our European partners.”

The flights will be operated on a Boeing 787 Dreamliner aircraft five days a week, increasing to daily flights in May. Seats are available for purchase at www.ba.com.

British Airways, part of International Airlines Group, is one of the world's leading global premium airlines and the largest international carrier in the UK. The carrier has its home base at London Heathrow, the world's busiest international airport and flies to more than 70 different countries. In 2012, the airline carried more than 37 million customers.

“We are very excited to be bringing British Airways to Austin. This new route presents an important opportunity for business growth across the Atlantic, particularly in the thriving technology sector,” said Sean Doyle, EVP Americas, British Airways. “We know that London is among the top destinations for international travel from Austin and equally, Austin is home to some of the most important global cultural events. We are looking forward to providing a convenient and high quality service to new and existing customers.”

A substantial passenger base of both business and leisure travelers exists between the two cities.

“The establishment of a transatlantic non-stop route has been a top priority of the Austin Chamber’s Air Service Task Force since 2010,” said Austin Chamber Air Service Task Force Chairman Doug Driskill, Executive Director, Americas Client Support Services, Dell. “The entire Austin business community is delighted to welcome British Airways as the newest Austin area air service partner. The AUS-LHR nonstop route is a colossal win for Central Texas and a direct reflection of the quality of leadership and growth potential that our regional business community represents.”

About the Austin Chamber of Commerce

The mission of the Austin Chamber of Commerce is to provide leadership that facilitates the creation of a prosperous regional economy and effective advocacy for its members. For more information about the Austin Chamber of Commerce visit austinchamber.com.

About Opportunity Austin

Opportunity Austin is the Austin Chamber of Commerce’s five-year economic development initiative to foster sustainable growth through the creation of new jobs and increased payroll in the Central Texas region. For more information please visit OpportunityAustin.com.

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