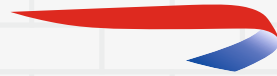


Rue Bourbon  
**Bourbon**



**BRITISH AIRWAYS**



## INTRODUCING OUR NEW ROUTE TO NEW ORLEANS, LOUISIANA

British Airways is delighted to announce a brand new direct service between London Heathrow and New Orleans, launching 27 March 2017.

The largest city in Louisiana, and one of the oldest in the US, New Orleans is a rich blend of cultures, arts and food from all over the globe, with African-American, French, Creole, Caribbean, Irish, German and Vietnamese influences setting it apart from any other destination in the nation.

# New Orleans: The party starts here

## A blossoming cultural hub

New Orleans is bursting with the sights, sounds and tastes to keep every visitor happy, from single travellers to families. A choice of museums and galleries pay homage to the art and history of the region, including the fascinating New Orleans Museum of Art. The city's music scene is also popular, with its jazz roots drawing music lovers from all over the world to enjoy live music from bands, singers and musicians. Music also plays centre stage at the city's numerous street festivals, from the colourful parades of Mardi Gras to local band events.

New Orleans' must-dos include riverboat tours on the Mississippi, streetcar rides and antique shopping, with day trips outside the town including swamp and plantation tours. Foodies will love sampling the fresh seafood, gumbo and Creole dishes, as well as the famous Po-Boy sandwiches. Night owls will lose themselves in New Orleans' glittering nightlife, with the bars and clubs of Bourbon Street the ideal spot for a night on the town.

Beyond the French Quarter - the area most popular with tourists - there are still treasures to be discovered. Customers can marvel at the historic architecture of the Garden District, shop at the boutiques in the Uptown area, tuck into great food in Mid-City and stroll around the pretty parks of Lakeside.

## Business travel to New Orleans

As well as a great holiday destination, increasing numbers of corporate travellers are seeing potential in New Orleans as a business destination, thanks to its rapid growth in manufacturing, biosciences and technology, as well as the area's economic boost in the energy sector.

Those travelling for work can save money and earn rewards when their company joins On Business, our corporate loyalty programme. Members enjoy:

- Collecting On Business points every time they fly
- Boosting earning power and benefits by moving up the tiers
- Member-only special offers, bonuses and exclusive news updates
- Spending points on rewards including flights, cabin upgrades and hotels
- Spending points across American Airlines, British Airways and Iberia
- A triple points Welcome Bonus

Business customers can join free today at [ba.com/onbusiness](http://ba.com/onbusiness).



## Our Boeing 787-8 Dreamliner

Designed to enhance customer wellbeing, the new fuel-efficient aircraft boasts smooth ride technology, which minimizes the effects of turbulence and creates a more comfortable trip. Lower pressurization results in cabin air that is less dry, reducing the effects of jet lag for customers.

All customers traveling on the 787-8 Dreamliner can use their individual widescreen TV to choose from a wide array of audio and video on-demand options. They can also speak to friends and family who are sitting throughout the aircraft using an in-seat chat system, as well as connect their own devices to the entertainment system.

## Our Flight Schedule:

Beginning **27 March 2017**

Flight number	Departure Airport	Departure time local	Arrival time local	Arrival Airport
BA225	London Heathrow (LHR)	1540	1940	New Orleans (MSY)
BA224	New Orleans (MSY)	2120	1200+1 day	London Heathrow (LHR)

For more information visit [ba.com/neworleans](http://ba.com/neworleans)

