



## Celebrating 100 Years in the Skies

**As part of our 100th anniversary celebrations this year, British Airways will hail our British heritage, our unwavering commitment to customer experience, and our vision for the future of aviation. – By Noella Ferns**

Since the early days of aviation, Hong Kong has played an important part in British Airways' story. Our shared history has shaped who we are today, and our upcoming centenary celebrations stand out as the perfect moment for British Airways to revisit the UK's legendary aviation landscape and our British heritage. It truly has been an incredibly nostalgic time for us and our customers. One of the highlights to date saw us repaint a series of our aircraft featuring much-loved designs from our past.

It was just three years ago when we celebrated 80 years of flying the Hong Kong-London route, one of our longest-serving routes. It has strong emotional ties for us that can be traced back to a British Airways predecessor, Imperial Airways, which flew the first commercial airliner to Kai Tak in 1936. Today, our daily direct flight takes an average of 13 hours. It's hard to believe that in the 1930s that same route took eight days and involved 21 stops to refuel or change aircraft. It's amazing just how much

the passenger flight experience has improved over the last 100 years.

British Airways has much to be proud of as we celebrate our centenary. The celebrations are doubly meaningful for our customers as we are currently in the midst of a five-year £6.5 billion investment in new aircraft, new cabins, new catering, new lounges, WiFi, and new routes. Big changes are underway to improve our signature onboard product and services in our First Class cabins, with a new look and feel, new bedding, amenities and menus that would not look out of place in a historic five-star British hotel. Re-designed and unveiled in the last year, the First Wing provides customers with a private check-in area leading through to dedicated security lanes, which grant customers direct access to British Airways' prestigious First lounge. Our First customers will continue to have access to the airline's exclusive First Wing at Heathrow Terminal 5.



CELEBRATING  
100 YEARS  
OF PROUDLY  
GOING THE  
EXTRA MILE



We're proudly introducing new routes, new aircraft, reimagined new cabins, and even bringing back some of the classic style from our historic past.

Join our centenary celebrations and book flights at [ba.com](https://www.ba.com)





A brand new business class seat – ‘Club Suite’ will be also arriving. Boasting 40% more storage, including a vanity unit and mirror, WiFi, an enviable 18.5-inch inflight entertainment screen, the Club Suite offers direct-aisle access, a suite door for greater privacy, and luxurious flat-bed seats in a 1-2-1 configuration. The new business class will arrive on the first of its A350 aircraft and start long-haul flying from October this year.

Changes are also underway in our latest World Traveller Plus (premium economy) cabin and World Traveller (economy) cabin, where we are upgrading menus and inflight entertainment and providing a more flexible seat adjustment for a quality flight. Customers will also benefit from high-speed WiFi, allowing travellers to browse the internet on their personal electronic devices.

To refresh our team’s style we’ve also engaged Savile Row tailoring expert, Ozwald Boateng OBE, as the latest in an auspicious line-up of British designers to develop uniforms for the airline. We are constantly thinking of ways to develop and improve our services to better serve our customers who fly to 300 destinations in almost 80 countries.

As a pioneer in transforming the aviation landscape, we are looking into ways to enhance our customer experience, and how we will operate in future. For instance, British Airways is the first airline to install facial recognition technology at Heathrow – enabling us to board domestic (UK) flights in half the usual time. The same technology will also be used to speed boarding in Los Angeles, New York and Miami. Additionally, we are the world’s first carrier to test remote-controlled devices to push back aircraft which can potentially reduce pushback delays by more than 70%.

To foster ideas and innovative technology with the potential to transform the air travel experience, we also directly support early-stage entrepreneurs to showcase their ideas for the next generation of travel tech

products and services. This challenge is a central part of our Centenary Programme – BA 2119, which looks at the next 100 years of flight in three distinct areas – customer experience, sustainable fuels and careers.

In our centenary year, British Airways is celebrating our historic accomplishments. At the same time, we are dedicated to our future customers and the next century of air travel. We are committed to another 100 years of creating unforgettable travel experiences for British Airways customers. 



**British Airways** is the UK’s largest international airline offering 45 million customers a year quality, choice and convenience. Its principal place of business is London, with a significant presence at Heathrow, Gatwick and London City airports.

**British Airways’** main home at Heathrow is Terminal 5, regularly voted the world’s best airport terminal in international passenger surveys.

Operating one of the most extensive international scheduled airline route networks, together with its joint business agreement, codeshare and franchise partners, **British Airways** flies to more than 200 destinations in almost 80 countries, on a fleet of nearly 300 aircraft. The airline is investing £6.5bn over the next five years in new aircraft, new cabins, new lounges, new food and new technology - including industry-leading WiFi.

**British Airways** is a founding member of the airline alliance Oneworld, which serves some 1,000 destinations across the globe.

Discover more at [www.britishairways.com](http://www.britishairways.com)



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