

## **PRESS OVERVIEW**

### **Take a flight to the skies on British Airways i360 in Brighton, UK**



British Airways i360 is an observation attraction which opened in August 2016 in Brighton & Hove, a resort city on the south coast of England. It is the latest project from Marks Barfield Architects, creators of the world-famous London Eye.

Visitors glide gently up to 138m in a fully enclosed glass observation pod for breathtaking, 360-degree views across Brighton & Hove, the South Downs and the beautiful south coast.

The British Airways i360 pod is ten times the size of a London Eye capsule and carries up to 200 passengers. Flights depart every 30 minutes. As guests enjoy the unfolding views they can walk around freely and enjoy a drink at the Nyetimber Sky Bar, which serves award-winning English sparkling wine and other drinks from the region.



Afterwards they can dine, shop or celebrate in the British Airways i360 beach building. The restaurant serves dishes inspired by the season prepared using locally sourced ingredients. The British Airways i360 shop sells gifts and souvenirs, many produced by local artists; while flexible beach-front events spaces are perfect for meetings, conferences or parties and can accommodate groups of up to 1,000 people.



British Airways i360 looks to the future while respecting the past. The attraction is sited at the root end of Brighton's now-derelict West Pier and two of the original 1866 tollbooths have been reconstructed, now housing the British Airways i360 ticket office and the West Pier Tea Room, which has beautiful views overlooking the beach.

Brighton & Hove is the most-visited city in South East England outside of London. Visitors can combine a visit to British Airways i360 with a stroll along the seafront, a visit to Brighton's Palace Pier, a tour of the splendid Royal Pavilion and shopping in the famous Lanes or North Laine areas.

Brighton is less than one hour by train from London and only 30 minutes from London Gatwick Airport. Trains also connect from St Pancras International for Eurostar arrivals.

British Airways i360 has a free app available in 10 languages. The attraction is ideal for groups and the pod is available for exclusive hire.

**For further media information please contact Emily Bamber, PR Manager at British Airways i360: [Emily.Bamber@BritishAirwaysi360.com](mailto:Emily.Bamber@BritishAirwaysi360.com) / 01273 448363**

**A full press pack is available at [www.BritishAirwaysi360.com/latest-news/press-room](http://www.BritishAirwaysi360.com/latest-news/press-room)**