

PRESS OVERVIEW

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



British Airways i360 opened in August 2016 in [Brighton & Hove](#), a resort city on the south coast of England. It was conceived and designed by [Marks Barfield Architects](#), creators of the London Eye.

Visitors glide gently up from ground level to 138m (450ft) in a fully enclosed glass observation pod for breathtaking, 360-degree views across Brighton & Hove, the South Downs and the beautiful Sussex coastline.

The British Airways i360 pod is ten times the size of a London Eye capsule and carries up to 175 passengers. Flights depart every 30 minutes. As guests enjoy the unfolding views they can walk around freely and enjoy a drink from 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 [West Beach Bar & Kitchen](#) serves dishes inspired by the season prepared using many locally sourced ingredients. The [British Airways i360 shop](#) sells useful and beautiful gifts and homeware, 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 1,100 people. An exhibition of photography and film, '[British Airways i360: How it was Built](#)', documents the design and construction process and is included in the ticket price.



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 to house the British Airways i360 ticket office and the [West Pier Tea Room](#), which has beautiful views overlooking the beach. Since opening, the attraction has won numerous prestigious awards for innovation and design, including national accolades from RICS and RIBA.

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. There is a coach drop-off point opposite the attraction.

British Airways i360 has a [free app](#) which is available in 10 languages and visitors are offered a complimentary viewing map on board the pod. The attraction is ideal for groups and the pod is available for exclusive hire, including for wedding and civil partnerships.

For further media information please contact Emily Bamber, PR Manager at British Airways i360: Emily.Bamber@BritishAirwaysi360.com / 01273 448363

A full press pack is available at www.BritishAirwaysi360.com/latest-news/press-room