

## PRESS OVERVIEW

**Brighton, the South Downs and the beautiful Sussex coastline – discover them all with a ‘flight’ on British Airways i360**



### Brighton’s best views

[British Airways i360](#) is Britain’s highest coastal viewing tower and the most-visited paid attraction in [Brighton](#), a resort city on the south coast of England. It opened in 2016 and was conceived and designed by [Marks Barfield Architects](#), creators of the [London Eye](#).

Visitors board a giant glass viewing pod and glide up gently to 138m (450ft) for breathtaking, 360-degree views across Brighton & Hove, the [South Downs National Park](#) and the beautiful Sussex coastline.

As the views unfold, they share magical moments together pointing out city landmarks, artwork on the rooftops, windfarms at sea and the rolling coastline stretching away to the horizon.

On board the pod is the south coast’s highest bar, the [Nyetimber Sky Bar](#). During their 25-minute ‘flight’, guests can raise a glass of award-winning English sparkling wine as they take in the panoramic views.

Sunset Flights are an iconic Brighton experience and a photographer’s dream, watching the sky change colour and the sun sink into the sea from high above the city.

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 and the attraction is open year-round; [opening hours](#) vary seasonally.

Special events and themed flights take place throughout the year, including Sky Dining (a three-course meal in the pod), iDrop (an abseil-like experience from the open pod doors), Live @ the Sky Bar (live music on Friday nights), yoga in the pod and seasonal events such as Halloween and Santa flights.

The attraction is ideal for groups and the pod is available for [exclusive hire](#), including for weddings and civil partnerships.



### **Eat, drink, shop and celebrate**

After their flight, visitors can relax on the beach terraces at onsite restaurant West Beach Bar & Kitchen and re-live their experiences over brunch, lunch or afternoon tea, while enjoying unrivalled views of Brighton's old West Pier.

Alternatively, they can tuck into homemade cakes in the award-winning West Beach Café and Bar, housed in a replica West Pier toll booth, or browse the beachside shop for beautiful and useful gifts, many created by local artists.

Those with an interest in architecture and design can enjoy a free exhibition of photography and film, 'British Airways i360: How it was Built', which documents the history of this multi-award-winning attraction.

Flexible beachfront events spaces are ideal for meetings, conferences or parties and the spaces can combine to accommodate groups of up to 1,100 people. The largest areas open out onto private beach terraces, just steps from the shingle.



## Prices and booking

For the best prices, book in advance online at [www.BritishAirwaysi360.com](http://www.BritishAirwaysi360.com)

Booking telephone line (surcharges may apply): 03337 720360

Adults: from £14.85pp

Children (4 – 15 years): from £7.42pp

Under-4s: free

## Visiting Brighton & Hove

[Brighton & Hove](#) is a Regency city on the south coast of England and the most-visited coastal city in the UK. It is one hour from London by train and 30 minutes from London Gatwick Airport.

As well as taking a flight on British Airways i360, visitors can enjoy a classic seaside experience at Brighton Pier, stroll through the famous lanes, visit the UK's oldest aquarium and admire King George IV's former palace, the Royal Pavilion ([joint tickets](#) available).



High-resolution images are at this link (credit British Airways i360)

<https://www.dropbox.com/sh/mg4f10f829ebdpf/AADhKa0t2WgCBSrKSRHOs-Ha?dl=0>

For further information or video footage, contact:

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