

New Flybe route to London City launched today



Flybe launched its new route from Edinburgh to London City Airport in a major expansion, providing direct links for customers from Edinburgh to the heart of London's financial district. In addition the carrier is beginning flights from Aberdeen, Belfast City, Exeter, Dublin and Inverness offering the domestic route to passengers from across the UK and Ireland.

Six purple Flybe planes were christened in the "Spirit of the Regions" theme and a naming ceremony took place at Edinburgh Airport by Colin Keir MSP, Edinburgh Western Constituency & Convener of the Cross Party Group on Aviation in the Scottish Parliament alongside Matthew Bennett of Flybe. Together they unveiled "Spirit of Edinburgh" aircraft, ahead of the inaugural flight's take off:

Colin Keir MSP, said: "I'm delighted that Flybe are investing in the Edinburgh-London City link. It gives an alternative, particularly those involved in business to travel between the two major financial centres in the UK without using Heathrow.

"Edinburgh is the business gateway to Scotland and with its booming economy I am convinced that this service will prove to be highly successful."

Keith Brown MSP and Transport Minister, added: "This new service is great news for business and tourism in Scotland, offering passengers a route between Edinburgh and the heart of London.

"This link will be a major boost for business travellers, improving connectivity between the two cities, and it gives

passengers even more choice when it comes to visiting Edinburgh and experiencing the fantastic tourist offering in Scotland's capital.

"I'm delighted to see this service take off this morning and we will continue to support Edinburgh Airport's efforts to grow the number of routes to and from the city."

Gordon Dewar, Chief Executive of Edinburgh Airport, said:

"London is our most popular domestic destination and the addition of four new daily flights to London City is great news for our passengers.

"Business travellers will be able to take full advantage of fast and efficient services right into the heart of London and the convenient connections for their onward journey.

"We're committed to offering our customers the best choice and are delighted to be launching these new services with Flybe."

Saad Hammad, CEO of Flybe said: "From today, purple Flybe aircraft will be a regular feature in the skies between Edinburgh and London City as we begin our new regular daily services. This can only benefit our brand profile and reach over the longer term as knowledge of Flybe's role in connecting Scotland with London becomes more widespread.

"Our new London City routes provide direct links for customers travelling to the heart of London's financial district. They also offer City of London and Canary Wharf customers faster and more efficient access to the UK regions and neighbouring European destinations than travelling via Heathrow or Gatwick, or travelling by road or rail."

Flybe expects that 128,000 passengers annually will fly on the new route. The airline will offer up to three flights a day between Edinburgh to London with prices starting from £39.99 one way.

As announced on 10 October, Flybe customers will also be able to collect Avios travel rewards from today.

Picture shows: l to r – Matt Bennett of Flybe. Colin Keir MSP for Edinburgh Western. Gordon Dewar, Chief Executive of Edinburgh Airport.