



WHY JOIN LIME?

BRITISH AIRWAYS FLIGHT SPECIALIST
FOR QUOTING, TICKETING AND
BOOKING MANAGEMENT



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WORKING WITH LIME

Our intuitive booking systems are designed by us, meaning we're constantly investing in new technology to help ease your booking management.

You will have 24 hour access to the systems in order to book, make pre-ticket amends or ticket as required. Should you need any assistance or advice, our knowledgeable team are on hand to help.

We also have an out of hours contact for flight emergencies that occur outside of normal office hours.

Thanks to our innovative booking systems, you don't require a GDS to access, book and ticket British Airways fares via Lime.

INTEGRATED SOLUTIONS

Our NDC enabled Flights system offers API connectivity to seamlessly integrate with your back/mid-office systems; bringing you all of the benefits of NDC without the need to invest in your own development.

We're currently operating with Dolphin and Anteeo, but would welcome discussion regarding any additional systems we could partner with.

MARKETING SUPPORT

Our in-house marketing team can advise on use of British Airways branding, along with supplying approved imagery and content for your own collateral, including access to the British Airways Appointed Operator logo for Flights accounts.

ABOUT BRITISH AIRWAYS

Boasting one of the most high quality and accessible products in the sky, British Airways have achieved a global trust for both service and safety.

ROUTE NETWORK

British Airways fly to over 200 destinations worldwide and are constantly evolving to suit the needs of their travellers.

Their long and shorthaul route network extends across six continents, including a number of convenient domestic connections.

Plus, thanks to British Airways alliances and airline partners across the globe, Lime customers can benefit from access to extended route networks of around 1,000 destinations plus aligned schedules, global customer support and access to over 600 **oneworld** lounges.

CABINS

British Airways innovative product range means there is an option for every preference and budget.

World Traveller cabins allow customers to enjoy a comfortable longhaul flight with everything they need in one affordable fare. Upgrade options include World Traveller Plus, Club World and First for an impeccable service and understated British elegance at every step of the journey. British Airways brand new Club Suite is now available on selected A350 aircraft.

For shorthaul travel, Club Europe offers an upgraded experience with high levels of comfort while Euro Traveller is great value for money with a sensational catering partnership.



REWARDS



Exclusively available to Flights accounts, Grandi is designed to reward your company over the year with financial remuneration when you continually choose British Airways with Lime.

Our Bronze, Silver and Gold tiers are packed with perks and rewards, designed to increase the more you book. As a new member, you'll be automatically placed on our Bronze scheme which includes the following benefits:

- Regular account management calls with one of our Partnership Executives to ensure you're up to speed with Lime's incentives.
- The ability to request lounge access and upgrades when flying British Airways (subject to availability).
- Our growth incentive will reward you with financial remuneration once more than 350 passengers have flown longhaul during the year.

**incentives subject to change at the start of each year*

INCENTIVES & EVENTS



Throughout the year, Lime's Flights and Groups accounts can benefit from a whole host of incentives with high value prizes and the opportunity to attend fam trips on offer.

We carefully design our incentives to reward everyone, from individual prizes for reservations agents to company-wide experiences and events to ensure that everyone benefits from your business choosing to book British Airways with Lime.

Alongside our incentives, we also host regular events where you'll have the chance to speak with our team about your account and learn more about Lime and British Airways.

Previous events we've held include our showcase day held at Waterside, British Airways HQ, an evening out at Winter Wonderland and annual top client trips flying premium with British Airways to a mystery location!

CONTACT US TO GET STARTED

PARTNERSHIPS

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Lime is part of the Travel Innovation Group.
Designing, building and implementing innovative products
and services for the travel industry.

