

## British Airways adds 3 Italian routes

- A Monitor Desk Report

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London: British Airways has unveiled plans for three new routes in summer 2025, expanding its extensive network of Italian destinations.

Starting in May 2025, the airline will launch new flights from London Heathrow to Rimini (RMI) on the Adriatic Coast and from London Gatwick to Salerno (QSR) on the Amalfi Coast. Additionally, a new service will be introduced from London City to Olbia (OLB) in Sardinia, supplementing existing flights from Heathrow.

With these new routes, British Airways will serve a total of 19 Italian destinations, making it the airline with the most Italian connections in its European network.

Neil Chernoff, British Airways' Chief Planning and Strategy Officer, said: "Italy continues to prove hugely popular with our customers, which is why it's our biggest European destination, and second globally behind

the US.

“Last month, we saw a 10% increase in searches for summer flights to Italy compared to 2023, so we’re pleased to be offering an even bigger choice of destinations next year. Rimini, Salerno and Olbia are all coastal destinations, so we expect them to be particularly popular with our leisure customers seeking sun, sea, and of course Italy’s fantastic food.”

Flights to Rimini will begin on 15 May 2025, operating three times per week (Mon, Thu and Sat). Located in Italy’s Emilia-Romagna region, it is a popular seaside resort known for sandy beaches and clear, shallow waters of the Adriatic Sea.

Rimini is an old city full of charm. Those in search of beach holidays can enjoy more than 15km of beach along the seafront, while night owls can soak up the city’s vibrant nightlife. Travellers intrigued by Italy’s ancient history can visit a range of landmarks, such as the Arch of Augustus which was built around 27 BC, and the Tiberius Bridge which dates back to the first century AD.

Rimini is also a great base from which to explore nearby San Marino, a small, landlocked republic situated on the slopes of Mount Titano. With mountainous scenery and a historic city centre, which is a UNESCO World Heritage Site, its visitors enjoy a unique blend of nature and culture.

Return flights are available from £131. Flights will operate until 27 September 2025.

British Airways’ Gatwick-based subsidiary, BA Euroflyer, will operate three flights per week to Salerno in the Campania Region from 22 May 2025 (Mon, Thu and Sat).

Salerno Costa d’Amalfi Airport opened to commercial flights for the first time in July 2024, quickly establishing itself as a great alternative to Naples for those looking to reach the Amalfi Coast.

Those looking to explore the wider Amalfi Coast are drawn in by its dramatic coastline, lush scenery and the charm of its towns, such as Positano, Amalfi, and Ravello, which overlook the glistening Mediterranean Sea.

Salerno itself features ocean views, lively piazzas, delicious local cuisine, and historical attractions, making it a popular destination for travellers seeking a blend of beach, foodie and cultural activities in a mild Mediterranean climate.

Return flights are available from £168. Flights will operate until 25 October 2025.

For summer 2025, British Airways customers will be able to choose from either London City or Heathrow to fly to Olbia in Sardinia. British Airways' London City-based subsidiary, BA Cityflyer, will add a weekly service from 25 May 2025, increasing to a twice weekly service from 16 July 2025 (Wed and Sun).

Olbia, located on the northeastern coast of Sardinia, is known for its historical significance, as well as its idyllic beaches and crystal-clear waters. The city is also recognised for its vibrant local markets, such as the Mercato di San Benedetto, where visitors can immerse themselves in the flavours of Sardinian cuisine through fresh produce, seafood, and traditional specialties.

The airport is a short drive from some of Sardinia's most famous coastlines, including Costa Smeralda which attracts those in search of fine sand beaches and turquoise waters as well as luxury hotels and resorts.

Return flights are available from £116. Flights will operate until 28 September 2025. Olbia is one of two destinations that British Airways serves in Sardinia, alongside Cagliari on the south coast from London Gatwick.

All flights are available to book now. Visit [www.ba.com](http://www.ba.com).

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