

easyJet Officially Opens the Business Travel Show

Wednesday 25 February, 2015

easyJet's, the UK's largest airline, officially opened the Business Travel Show today (25 February) at London Olympia. Frederic the Rabbit, the star of easyJet's first ever business-focused television advertising campaign highlighting the airline's industry-leading punctuality record, opened the show with a ribbon cutting ceremony.

Travel industry professionals attending the show were greeted by Frederic and easyJet cabin crew offering the chance to win free flights.

Anthony Drury, Head of Business for easyJet, said:

"Passengers travelling for business now account for more than a fifth of easyJet's passengers with more than 12m choosing the airline every year – and that number continues to grow.

"We are excited to be back at the Business Travel Show this year and for Frederic to have officially opened the show today. As with previous years, there is an extremely high-quality of corporate buyers and visitors due to attend to the show so we look forward to meeting with them so we can make business travel easier and more affordable for even more business travellers."

easyJet's UK sales team can be found at stand B735.

Over the last few years easyJet has been successfully growing its share of the managed corporate travel sector. Alongside famous low fares, a raft of innovations including TMC partnerships, new product enhancements like allocated seating, Inclusive Fares and Fast Track security, have all contributed to enabling easyJet to compete more effectively with legacy carriers and gain a larger slice of the business travel market.

Additionally, easyJet was one of the first in the low cost sector to make its inventory available to business travel bookers through GDS and SBT systems and the partnerships easyJet has built across the managed travel industry have meant the airline has been able to successfully grow its presence across the sector.

With flights to more of the major airports on the top 100 European routes, high frequency flights, Business Fares, Fast Track Security, speedy boarding, mobile boarding passes with the easyJet app and allocated seating as standard, easyJet is helping make business travel easy and affordable for everyone.

Ends

For further information, please contact the easyJet Press Office on 01582 525252, log onto www.easyjet.com or follow [@easyJet_Press](https://twitter.com/easyJet_Press)

About easyJet:

easyJet operates Europe's No. 1 air transport network with a leading presence on Europe's top 100 routes and at Europe's 50 largest airports.

easyJet carries over 65 million passengers annually, of which more than 12 million are travelling on business. easyJet flies over 200 aircraft with more than 750 routes on sale across 33 countries and over 130 airports. More than 300 million Europeans live within one hour's drive of an easyJet airport, more than any other airline.

The airline takes sustainability seriously. easyJet invests in the latest technology, operates efficiently and fills most of its seats which means that an easyJet passenger's carbon footprint is 22% less than a passenger on a traditional airline, flying the same aircraft on the same route.

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