

3.2 CITYJET NEW ROUTE TO FLORENCE

Date: 21st October 2010.



CityJet to begin services from London city airport to Florence.

Today CityJet announces the launch of a new route from London City Airport to Florence, Italy. The convenient six-times-per-week service, with fares from £79 one-way including taxes, officially launches on Monday 10 January 2011, but CityJet will also be operating a limited service over the Christmas period, offering customers the opportunity to enjoy the festive season in the heart of the beautiful Tuscan countryside.

Christine Ourmières, CityJet CEO, said: “Florence is a great addition to our expanding European network – attractive for business travellers, for city breaks and for second home owners. London City Airport is London’s most central and user friendly airport, and more and more Londoners are discovering it’s also the perfect gateway to a relaxed long weekend. Now with our convenient Florence schedule and 15-minute check-in, CityJet customers can travel hassle-free from the heart of London to the heart of Tuscany, spending less time at airports and more time enjoying their trip.

“Florence Airport is a small, compact and easy to use airport with many similarities to London City Airport. It is a short 15 minute, four mile drive from downtown Florence. The new city-centre-to-city-centre route will be operated by CityJet’s modern AVRO RJ85 jet aircraft, with 95 comfortable leather seats. As with all CityJet flights, complimentary in-flight service, assigned seating, and checked baggage allowance are all included in all fares.

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CityJet New Route, London City – Florence

Schedule from Monday 10th January 2011.

The gateway to Tuscany, Florence has a wealth of museums, palaces and churches housing some of the world's greatest treasures. Tuscany, the home of Chianti wine, has long been a favourite holiday destination for discerning British travellers and a popular location for second homes.

Florence, and the greater Tuscan region, is also a strong commercial region, representing 7.5 per cent of all Italian exports. Almost 40 per cent of the passengers using Florence Airport are travelling on business, well above the national average. Florence, and its hinterland, is the third-biggest industrial centre in Italy. Key export sectors are textiles (clothing and fashion), mechanical engineering, and chemicals/pharmaceuticals.

Gianluca Brozzetti, CEO of Roberto Cavalli Spa, world- wide fashion design brand, said: "I'm really glad, as a citizen of Florence and as CEO of a company with a strong international business, to see the launch of a direct service from Florence to London City airport. This new service to the heart of London will make the exchanges between the two economic areas easier."

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Richard Gooding OBE, CEO of London City Airport, commented: "The airport is delighted with CityJet's announcement of their new service to Florence. CityJet's commitment to the Dockland's hub is recognized by the business community in Tuscany and London; passengers will appreciate the new service to this beautiful region of Italy."

Schedule from Monday January 10, 2011

From London City to Florence – Flight AF5281

	Departure	Arrival
Monday to Friday	09.25	12.40
Sundays	15.05	18.20

From Florence to London City – Flight AF5280

	Departure	Arrival
Monday to Friday	13.15	14.40
Sundays	18.55	20.20

Christmas/New Year Schedule 2010/2011:

Flights will also operate on 22, 24, 26 and 31 December, and 2, 7 and 9 January



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NEW Route - London City - Florence 

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To Florence

Starts
10th January 2011

Flying
6 times per week

From
£79 one way

* no hidden extras!

*Fly into **Florence** this Winter with **Christmas** flights starting **22nd Dec***

London City to Florence

Dep	Arr	Days	Flight no.
09:25	12:40	12345xx	AF5281
15:05	18:20	xxxxxx7	AF5281

Florence to London City

Dep	Arr	Days	Flight no.
13:15	14:40	12345xx	AF5280
18:55	20:20	xxxxxx7	AF5280

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