BRITISH AIRWAYS TO SPONSOR MOVING OBSERVATION TOWER IN BRIGHTON

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The world's tallest moving **observation tower,** currently being built on **Brighton** seafront, was today named **British Airways** i360.

The airline has signed a five-year deal, which includes full naming rights, with the developers of the Brighton beach attraction which has been conceived and designed by Marks Barfield Architects.

Standing at 162 meters high, the i360 will be the world's first vertical cable car and the world's most slender tower.

Customers flying in to Gatwick airport will be able to see the spectacular attraction from the air.

Guests will be able to board the 18 meter wide glass viewing pod at ground level and take a flight 138 meters high where they can enjoy 360 degree panoramic views of Brighton and the Sussex coastline.

Lynne Embleton, British Airways' director of strategy and managing director for Gatwick, said: "Our

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pilots enjoy spectacular views of the Sussex coastline as they fly in and out of Gatwick and now Brighton visitors and residents will also be able to from this fantastic new landmark.

“We fly to 67 destinations across the globe from Gatwick, and employ more than 2,500 staff in Sussex, so putting our name to the i360 and helping to promote even more tourism to the area made perfect sense.”

Brighton is the most visited destination in the south-east outside London, attracting 11 million visitors and more than one million international holiday-makers every year.

Eleanor Harris, chief executive of the British Airways i360, said: “We are delighted to have such a prestigious British and global brand sponsoring our ground breaking attraction.

“British Airways and i360 share a similar market regionally in the South East and a comparable international reach. We also share a proud history of engineering and design excellence.”

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