Club World – A new approach to Business Travel

British Airways has introduced a new concept called “Club World” on their flights, which has been designed to cater to the needs of the individual in every Business Traveller. The idea behind this concept is to make the traveller attend to business or relax in complete comfort. In short, club world gives the traveller the opportunity to really make himself or herself at home, by providing them all their home comforts.

Club World offers unique, tilted cradle’ seats to support the full body, fully adjustable leg and footrests, headrests with special ‘ears’. to support the head and relax totally. On shorter flights, the ‘Goodnight, Service’ gives one the option of a shorter, lighter meal service, rest throughout the night and wake up with a fresh mug of coffee or tea.

To make travelling more entertaining, Club World also provides arm rest video

screens that offer at choice of eight channels of TV, and the latest movies or a choice of nine radio channels. Club World also provides the opportunity of enjoying “fine food, expertly prepared…and presented in a simple, less formal way”. To help the traveller feel more at home “Life Size” cutlery and contemporary China have been introduced.

Travellers can attend to last minute business or unwind in comfort in the Club World lounges around the world. At London Heathrow and London Gatwick, if your flight arrives before 12 noon, one can freshen up in the Arrivals Lounges. In addition to priority for EC members, non-EC passport holders landing at London Heath- row can use the new Arrivals Fast Track Channel to smooth their way ahead, avoiding any delays at immigration.

Club World from British Airways, in essence, provides the Business Traveller with a feeling of a “real home away from home.”