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British Airways Announces Service at San Jose Airport *Nonstop Service Between London and San Jose Begins in May*

San José, CA - Mayor Sam Liccardo today announced British Airways will begin nonstop daily service from San José International Airport to London Heathrow beginning May 4, 2016. Joined by Simon Brooks, Sr. Vice President of Operations for British Airways and Carl Guardino, CEO of the Silicon Valley Leadership Group the historic announcement is the first such nonstop service and its estimated economic impact is over \$100 million annually. This announcement continues the great economic momentum that San José has experienced in 2015.

"San Jose and Silicon Valley tech companies have committed to San José Mineta International being the airport of choice, and have expressed strong support of a direct flight to London for several years," said Mayor Sam Liccardo. "The British Airways announcement to launch service from San José to London Heathrow will be well received by both business and leisure travelers in our region. I thank British Airways for its significant investment in San José."

London is a priority route for Silicon Valley business and residents and demand for nonstop service is estimated to be approximately 250,000 annual passengers, with a connecting market potential beyond London of around 900,000 annual passengers. The Silicon Valley Leadership Group, Silicon Valley Chamber of Commerce, and other local business leaders were instrumental in working with the Mayor and airport staff to attracting British Airways.

This historic economic announcement comes on the heels of economic victories for San José. June saw the first flight from San José to Beijing, Apple recently purchased over 40 acres of land for an R&D campus, and thousands of football fans will come to town during the Super Bowl as San José will host the NFC Champions.

San José has also seen continued growth in the downtown core (Xactly, Intaact, Dice), while continuing to attract global tech companies to North San José and Edenvale (Apple, BAE Systems, Jabil Circuits). These recent additions will bring hundreds of jobs and millions of dollars in investment that will benefit the residents of San José for decades to come.

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