



Congratulations on your British Airways Holidays Customer Excellence Award

2025 marked not only the 70th anniversary of British Airways Holidays, one of the UK's leading tour operators, but also the 10th year of our Customer Excellence Awards, which honour hotels that consistently deliver outstanding holiday experiences. We are proud to announce that you are one of our top-reviewed hotel partners for 2025.

Your commitment to delivering such consistent excellence truly reflects the dedication and care your team puts into every stay and every customer. We're delighted to present you with this award pack. Inside, you'll find advice on how to get the most out of your award – and how to share the good news with your customers.

How do we choose our award recipients?

When our customers return from holiday, we ask them to rate their stays on key factors including location, service, cleanliness and sleep quality, as well as providing an overall score out of five.

Verified customer feedback is collected by British Airways Holidays in partnership with **Feefo**, the world's largest verified buyers review platform. In 2025 we gathered 104,444 verified reviews for the hotels we work with. We're delighted to give out 949 Customer Excellence Awards globally.

Read more about our partnership with Feefo at ba.com/reviews.

How we'll be sharing your success

All recipients, rated between 4.5 and 5 stars and receiving a minimum of 10 reviews, will be identified by a 'Customer Excellence Award' badge appearing in the search results and hotel information pages on ba.com. We will also be featuring awarded hotels on ba.com/reviews.

In our contact centres, our expert travel advisors will be highlighting our best-reviewed hotels to our customers.

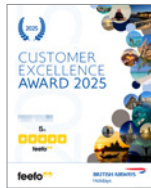
We'll also share this year's results on our social media channels.



Andrew Flintham

MANAGING DIRECTOR – BRITISH AIRWAYS HOLIDAYS

Making the most of your award



Personalised digital banner

You'll find your unique JPEG file attached which includes your award score, this is designed with Facebook, Instagram, LinkedIn or your website in mind. We ask you to please refrain from amending or adapting your personalised banner, instead display it with pride in your awards, news or blog section.

Share the good news on social media

Social media is a great place to share your good news. Reach out to your previous and potential customers to show that you're committed to impeccable service, as well as high standards of health and safety. Your award news is the perfect opportunity to create new conversations and generate prospective new business.

Include the hashtags: **#BritishAirwaysHolidays** and **#CustomerExcellenceAward** to share your award success and join the wider British Airways Holidays conversation with other award recipients.

You can also tag us in your post using the following handles:

LinkedIn: @British Airways Holidays

Instagram: @britishairwaysholidays

Facebook: @British Airways Holidays

TikTok: @britishairwaysholidays

YouTube: @britishairwaysholidays

Threads: @britishairwaysholidays

Send out a press release

You'll find a useful sample press release attached via email.

Print out and display your A4 certificate

We encourage you to display your award in a prominent position to celebrate your success – and to highlight your commitment to delivering a superior customer experience.

We welcome your feedback on this pack and are also happy to provide further assistance, should you need it. Contact our team on bahadmin@holidays.ba.com.

