

Jet2.com and Jet2holidays launch flights and holidays to Sardinia for Summer

22

1st April 2021: *Jet2.com* and *Jet2holidays* have today announced the launch of flights and holidays to **Sardinia** for Summer 22 from four UK bases, with the first flights departing at the start of May 2022.

The addition of **Sardinia** for Summer 22 comes in response to demand from UK holidaymakers and will see the leading leisure airline and package holiday specialist operate six weekly flights from the UK.

Jet2.com and *Jet2holidays* will operate to **Sardinia** from **Birmingham, Leeds Bradford, Manchester** and **London Stansted Airports**, with flights operating into Olbia Airport. This opens up the east coast of Sardinia and a range of resorts which host some of the best beaches in Europe.

Sardinia offers customers the most authentic of Italian experiences and is on many people's bucket list of must-see European beach destinations. With snow-white sand sloping into glimmering turquoise waters, customers can head to the Costa Smeralda for a glamorous seaside experience or head south of Olbia for a holiday with an authentic slant.

Jet2holidays, the UK's leading operator to Europe, is launching with a wide selection of hotels on sale, the majority enjoying a 4 & 5-star rating. Families and groups can also choose the privacy of a villa holiday with all the benefits of a package holiday, by booking through *Jet2Villas*.

Resorts on sale in Sardinia include **Porto Cervo, Baia Sardinia, Budoni, San Teodoro, Cannigione, San Pantaleo, Orosei** and **Pittulongu**, as well as city breaks booked through *Jet2CityBreaks* to **Olbia**.

The flight programme on sale for Summer 22 is as follows:

Sardinia (via Olbia Airport):

- **Birmingham** – weekly Sunday services operating from 29th May to 30th October.

- **Leeds Bradford** – weekly Wednesday services operating from 25th May to 26th October.
- **Manchester** – up to two weekly services (Wednesday and Sunday) operating from 1st May to 30th October.
- **London Stansted** – up to two weekly services (Wednesday and Sunday) operating from 1st May to 30th October.

As a result of this expansion, **Jet2.com** and **Jet2holidays** now have seven Italian destinations on sale for Summer 22 (**Sardinia, Sicily, Naples, Pisa, Rome, Venice** and **Verona**) offering customers and independent travel agents fantastic choice, whether it's an Italian city break or a beach holiday to enjoy a slice of the La Bella Vita.

Steve Heapy, CEO of **Jet2.com** and **Jet2holidays** said: "We are continuing to see a great deal of demand for Summer 22, so we are adding **Sardinia** to our programme to give customers and independent travel agents even more choice. This stunning Italian island offer holidaymakers everything from culture and history to sun and glamour, and we are going on sale with a fantastic choice of flights, resorts and hotels. We are very excited to be launching this new programme to **Sardinia** for Summer 22 and we know that this magical destination, coupled with our award-winning flights and real package holidays, will be hugely popular with customers and independent travel agents alike."

Silvio Pippobbello, CEO, Olbia Airport said: "We are delighted to welcome **Jet2.com** and **Jet2holidays** to Olbia Airport. This new partnership is highly strategic for our airport as the United Kingdom is one of the key markets, we are targeting for the traffic recovery of our airport in the next few years.

The fact that **Jet2.com** and **Jet2holidays** are choosing and investing in our airport is confirmation that our destination has strong appeal that will prove key, as the tourism industry starts to recover".

For further information and to book visit www.jet2.com or www.jet2holidays.com

Independent travel agents can visit: trade.jet2holidays.com

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For further media enquiries:

Contact the Press Office on 0113 243 1355 or email pressoffice@jet2.com

About Jet2holidays

1. **Jet2holidays** is the UK's second largest tour operator and provides great value **package holidays you can trust** to more than 600 resorts across the Mediterranean, Canary Islands and Europe.
2. **Jet2holidays** wraps everything up in one great package. Customers have a choice of thousands of 2-5 star hotels, with **Jet2.com** flights, an industry leading 22kg baggage allowance and airport transfers included.
3. Infants go free on all holidays and all holidays can be secured with a low £60 per person deposit.
4. With a UK based call centre, and the option to book online or over the phone, **Jet2holidays** customers also benefit from **24 hour assistance in resort**.
5. **Jet2holidays** is ATOL protected and is part of **Jet2 plc** – a Leisure Travel group (formerly known as Dart Group Plc).
6. **Jet2holidays** has won a range of awards, with the most recent ones including: Which? Recommended Provider (2019, 2020), Travel Brand of the Year 2018 at the Which? Awards, as well as Best Short Haul Operator (2016, 2017, 2018, 2019 & 2020), Favourite Short Haul Operator (2018), Best Trade Sales Team (2019) and Best Trade Friendly Brand (2018 & 2020) at the Travel Weekly Globe Awards. **Jet2holidays** has also won Best Short Haul Operator (2018) at The Sun Travel Awards, Best Overall Operator (2014, 2015, 2016, 2017), Best Short Haul Tour Operator (2015-2019) and Best Trade Friendly Supplier of the Year (2019) at the Scottish Passenger Agents' Association Awards, Best Package Tour Operator and Best Internet Booking System (2015, 2016, 2017 & 2018) and Best Sales Support to the Northern Ireland Travel Trade (2015 & 2016) at the Northern Ireland Travel & Tourism Awards, Best Family Holiday Operator (2018, 2019), Trade Sales Team of the Year (2019) & Best Short Haul Operator (2017) at the Travel Bulletin Star Awards, Best Tour Operator at the Graftas (2016, 2017 & 2018), Best Tour Operator Europe & North Africa at the Selling Travel Awards (2017, 2018 & 2019), Best Group Tour Operator - Short Haul at the Group Leisure & Travel Awards (2018), Best Trade Team at The Travel Network Group Conference (2017), and Leisure Sales Team of the Year (2017, 2018 & 2019) at the Advantage Travel Partnership's Big Celebration Lunch.
7. In January 2020, the benchmark UK Customer Satisfaction Index (UKCSI), produced bi-annually by the Institute of Customer Service, named **Jet2holidays** 23rd out of almost 250 companies for customer service. This makes **Jet2holidays** the highest ranked tour operator for customer satisfaction in the study. In 2018 and 2019, **Jet2holidays** was awarded with a Gold Trusted Provider Award by Feefo, for providing customers with an exceptional booking experience both online and through its UK call centre. In 2020, Jet2holidays went one better and was awarded with a Platinum Trusted Provider Award by Feefo.
8. For further information visit www.jet2holidays.com. Independent travel agents can visit the dedicated trade site trade.jet2holidays.com

About Jet2.com

1. **Jet2.com** is a leading leisure airline providing **friendly low fares** to over 70 exciting sun, city and ski destinations across Europe. It operates from ten UK airports: Belfast International, Birmingham, Bristol, East Midlands, Edinburgh, Glasgow, Leeds Bradford, London Stansted, Manchester and Newcastle.
2. **Jet2.com** prides itself on offering award winning customer service, friendly flight times, allocated seating and a generous 22kg baggage allowance.
3. **Jet2.com** is the 3rd largest registered airline in the UK.

4. In September 2016, **Jet2.com** took delivery of a brand-new Boeing 737-800 aircraft. This was the first of 34 new aircraft to be delivered, the last of which was delivered in January 2019.
5. **Jet2.com** was named Travel Brand of the Year 2018 at the Which? awards, and **Jet2.com** has also been awarded by Which? with their prestigious 'Recommended Provider' status in its annual Airline Survey for four consecutive years (2016, 2017, 2018 & 2019). **Jet2.com** has been awarded Best Airline – UK and Best Low-Cost Airline – Europe for four consecutive years (2017, 2018, 2019 & 2020) in the TripAdvisor Travellers' Choice awards for airlines, as well as Best Economy Class – Europe (2018, 2019 & 2020), Best Airline – Europe (2019 & 2020) and 'Top 10 Airlines in the World' (2018, 2019 & 2020).
6. The airline has also won UK's Most Loved Airline as voted for by users of Skytrax, Airline of the Year at the TTG Travel Awards (2019), Best Short Haul Airline at the Telegraph Travel Awards (2019), Best Short Haul Airline at the Globe Travel Awards (2012, 2013, 2014, 2016, 2017, 2018, 2019 and 2020), Airline of the Year at the Glasgow Airport Awards (2016), Best Holiday Airline at the Scottish Passenger Agents Association Awards for nine consecutive years (2011-2019), Best Airline at the Graftas (2016), Best Airline at the Northern Ireland Travel & Tourism Awards (2018), Best Airline Europe & North Africa at the Selling Travel Awards (2018 & 2019), and Best Airline at the Group Travel Awards (2014, 2015, 2017, 2018 & 2019).
7. In 2017, **Jet2.com** was the only UK airline to be awarded 5-Stars for On-Time Performance by OAG, the world's leading air travel intelligence company and the OAG's Punctuality League showed that **Jet2.com** was the most punctual UK airline in 2019. In January 2020, the benchmark UK Customer Satisfaction Index (UKCSI), produced bi-annually by the Institute of Customer Service, named **Jet2.com** 16th out of almost 250 companies for customer service. This makes **Jet2.com** the highest ranked airline for customer satisfaction in the study. In March 2019, **Jet2.com** was awarded with a Gold Trusted Provider Award by Feefo, for providing customers with an exceptional booking experience both online and through its UK call centre.
8. It is part of **Jet2 plc** – a Leisure Travel group (formerly known as Dart Group Plc).
9. For further information visit www.jet2.com

About Jet2CityBreaks

1. **Jet2CityBreaks** is **Jet2holidays'** dedicated city breaks product launched in May 2015.
2. In 2016 and 2019, **Jet2CityBreaks** was awarded Best European Short Break Provider at the Scottish Passenger Agents' Association Awards.
3. **Jet2CityBreaks** provides **Jet2.com** flights and handpicked hotels in more than 26 of Europe's most popular cities, all secured with a low £60 per person deposit.
4. All **Jet2CityBreaks** are ATOL protected.

About Jet2Villas

1. **Jet2Villas** is **Jet2holidays'** dedicated villa holiday offering launched in May 2017.
2. **Jet2Villas** offers the freedom of a villa holiday with the full package – a £60pp deposit, as well as 22kg baggage, 10kg hand luggage and great flight times as well as car hire included as standard.
3. All **Jet2Villas holidays** are ATOL protected.
4. For further information visit www.jet2villas.com. Independent travel agents can visit the dedicated trade site trade.jet2holidays.com