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Verification – Loganair Christmas Advert 2023

6 November 2023

Dear Clearcast

Please find the enclosed substantiation with regards to our claim “Loganair flies to more UK destinations than any other airline”.

This is a claim we have successfully substantiated in previous campaigns, and we have therefore enclosed the same evidence we have used previously in the form of screenshots from our website, and other airlines, to demonstrate we comfortably operate to more UK destinations than any other airline. This evidence was collated on the 6th November.

As per the television script/description enclosed, a verification super text will be included on the advert directing customers to this evidence, which will be hosted at Loganair.co.uk/verify (note: this page has already been developed and is live for your review)

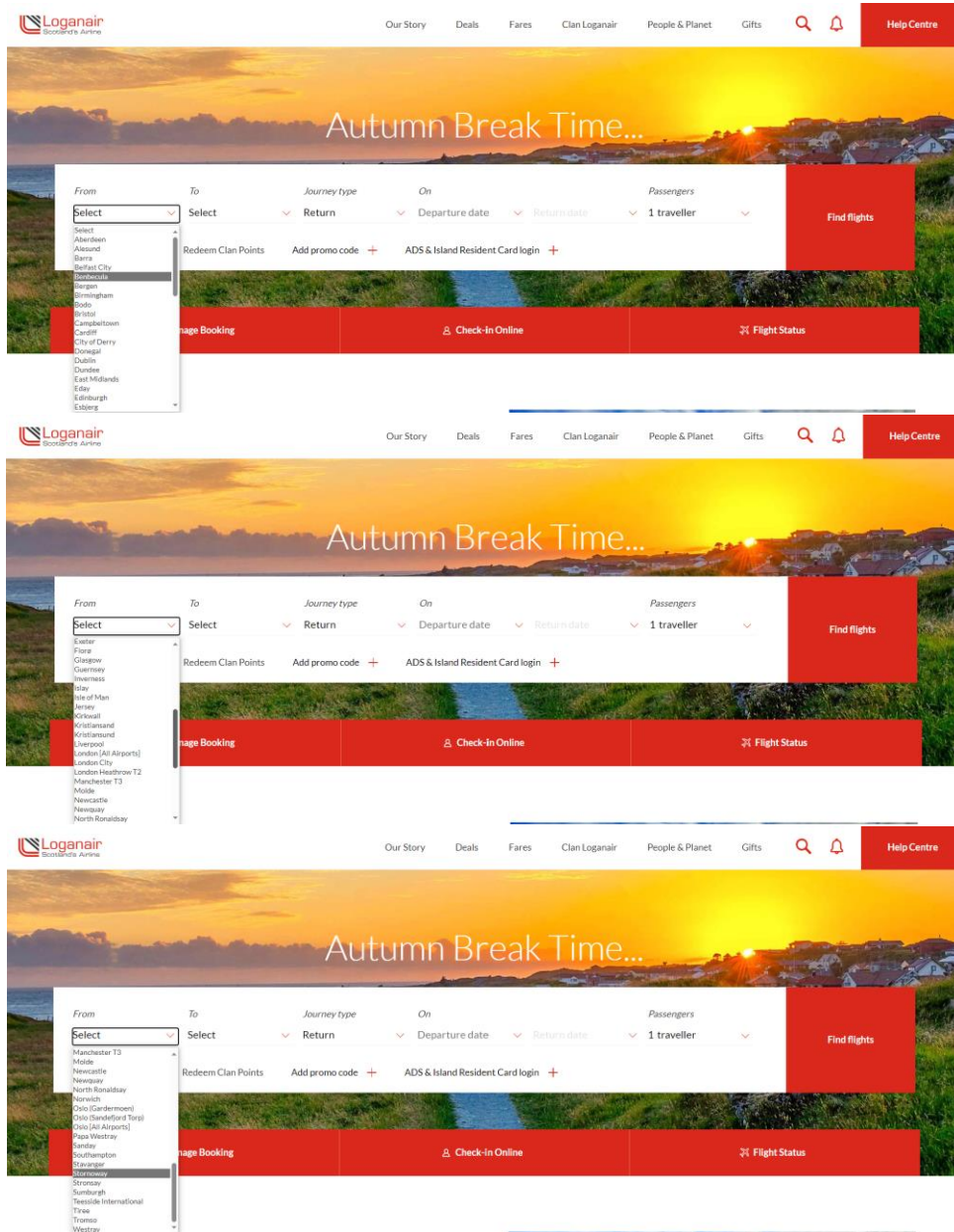
With best regards,

Samuel Talbot

Head of Marketing and Brand
Loganair Limited

Loganair Website Excerpt

32 UK destinations (excludes Isle of Man and Channel Islands)



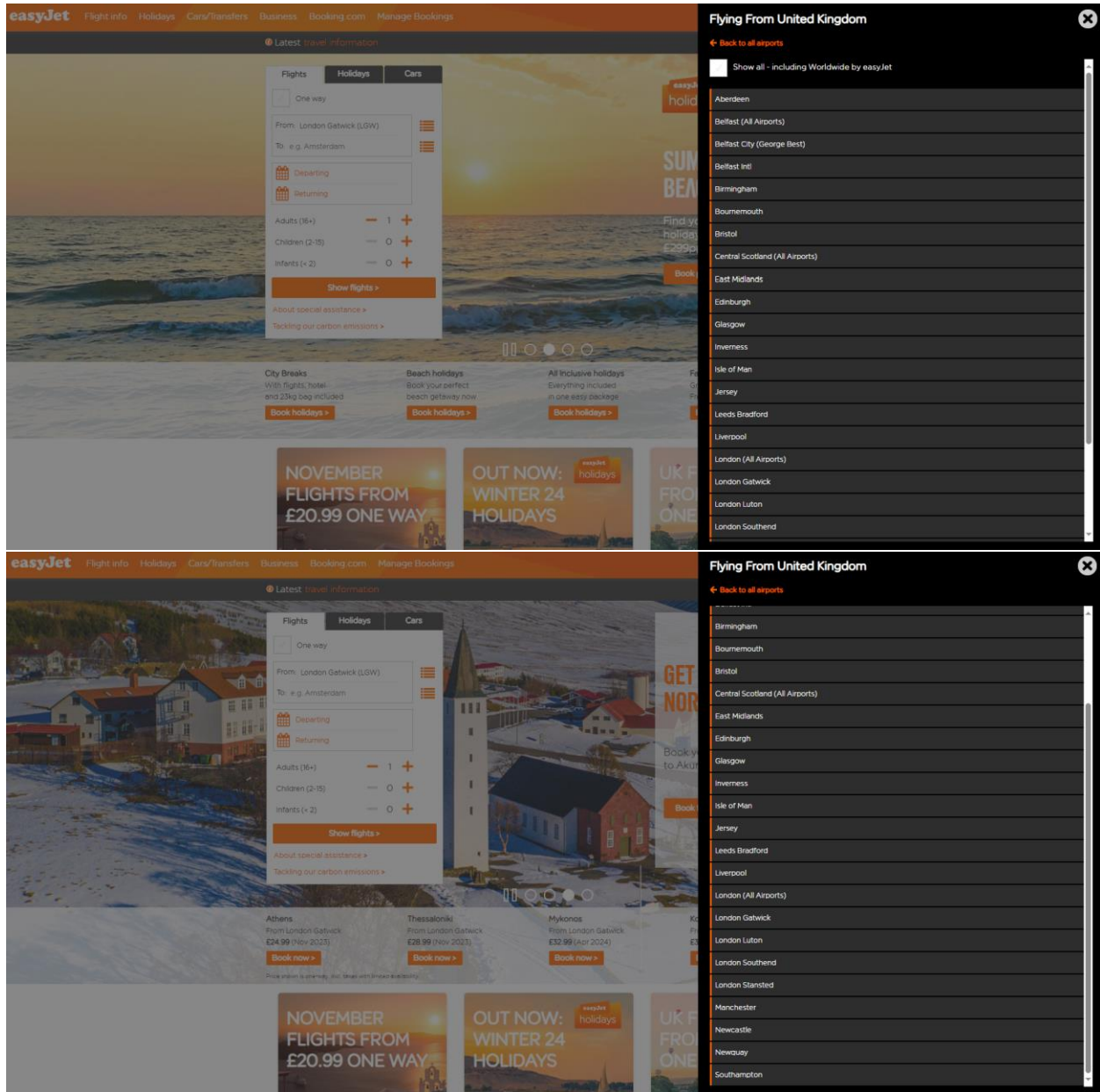
The image displays three sequential screenshots of the Loganair website's flight search interface. Each screenshot shows the same background banner with the text "Autumn Break Time..." and a navigation menu at the top. The main search area includes fields for "From", "To", "Journey type", "On", "Return date", and "Passengers". Below these fields are options for "Redeem Clan Points", "Add promo code", and "ADS & Island Resident Card login". A "Find flights" button is positioned to the right of the search fields. Below the search area are three buttons: "Page Booking", "Check-In Online", and "Flight Status".

The three screenshots illustrate different selections in the "From" dropdown menu:

- Top Screenshot:** The "From" dropdown is open, showing a list of destinations including Aberdeen, Glasgow, Edinburgh, and London.
- Middle Screenshot:** The "From" dropdown is open, showing a list of destinations including Belfast, Jersey, and London.
- Bottom Screenshot:** The "From" dropdown is open, showing a list of destinations including Manchester T3, Newcastle, and London.

EasyJet

20 UK destinations (excludes Isle of Man and Channel Islands)



The image displays two screenshots of the EasyJet website. The top screenshot shows the flight search interface with a dropdown menu for 'Flying From United Kingdom'. The bottom screenshot shows the same interface with a different set of destinations listed in the dropdown menu.

Top Screenshot: Flying From United Kingdom

- Back to all airports
- Show all - including Worldwide by easyJet
- Aberdeen
- Belfast (All Airports)
- Belfast City (George Best)
- Belfast Intl
- Birmingham
- Bournemouth
- Bristol
- Central Scotland (All Airports)
- East Midlands
- Edinburgh
- Glasgow
- Inverness
- Isle of Man
- Jersey
- Leeds Bradford
- Liverpool
- London (All Airports)
- London Gatwick
- London Luton
- London Southend

Bottom Screenshot: Flying From United Kingdom

- Back to all airports
- Birmingham
- Bournemouth
- Bristol
- Central Scotland (All Airports)
- East Midlands
- Edinburgh
- Glasgow
- Inverness
- Isle of Man
- Jersey
- Leeds Bradford
- Liverpool
- London (All Airports)
- London Gatwick
- London Luton
- London Southend
- London Stansted
- Manchester
- Newcastle
- Newquay
- Southampton

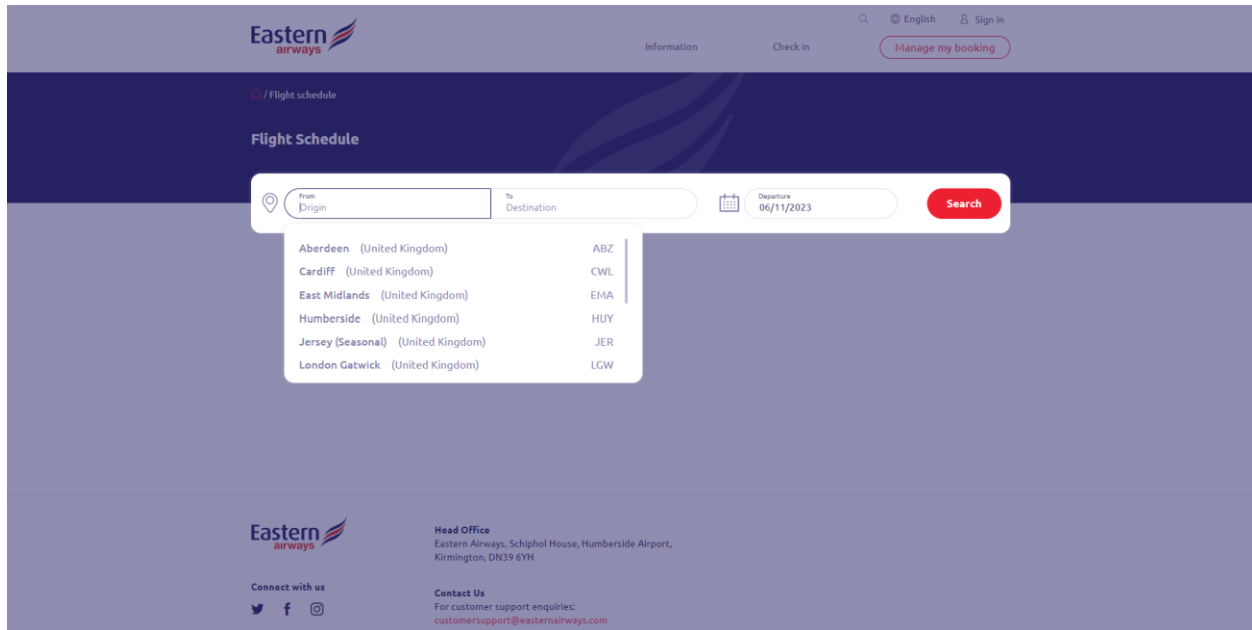
British Airways

Note that BA does not have a route map or flight list functionality on its website for UK destinations, the best alternative is the airlines Wikipedia page which was updated as of 6 Nov 2023. BA serve 10 UK destinations – Belfast City, Edinburgh, Glasgow, Inverness, Manchester, Newcastle, London Heathrow, London Gatwick, London City and Southampton (excluding Isle of Man and Channel Islands)

United Kingdom	Aberdeen	Aberdeen Airport	Passenger	[224]
	Barra	Barra Airport	Terminated	[10]
	Belfast	Belfast International Airport	Terminated	[225]
		George Best Belfast City Airport	Passenger	[226]
	Benbecula	Benbecula Airport	Terminated	[10]
	Birmingham	Birmingham Airport	Terminated	[10]
	Blackpool	Blackpool Airport	Airport Closed	[8]:60
	Bournemouth	Bournemouth Airport	Terminated	[127]:99
	Bristol	Bristol Airport	Terminated	[10]
	Campbeltown	Campbeltown Airport	Terminated	[10]
	Cardiff	Cardiff Airport	Terminated	[10]
	Derry	City of Derry Airport	Terminated	[10][a]
	East Midlands	East Midlands Airport	Terminated	[8]:60
	Eday	Eday Airport	Terminated	[8]:60
	Edinburgh	Edinburgh Airport	Passenger	[227]
	Exeter	Exeter Airport	Terminated	[127]:99
	Fair Isle	Fair Isle Airport	Terminated	[10]
	Glasgow	Glasgow Airport	Passenger	[228]
		Glasgow Prestwick Airport	Terminated	[18]
	Inverness	Inverness Airport	Passenger	[229]
	Islay	Islay Airport	Terminated	[10]
	Isles Of Scilly	St Mary's Airport, Isles of Scilly	Terminated	[18]
	Kirkwall	Kirkwall Airport	Terminated	[10]
	Leeds	Leeds Bradford Airport	Terminated	[230][231]
	Liverpool	Liverpool John Lennon Airport	Terminated	[10]
	London	London City Airport	Passenger	
		Gatwick Airport	Hub	
		Heathrow Airport	Hub	
		London Luton Airport	Terminated	[10]
		London Stansted Airport	Terminated	[19]
	Manchester	Manchester Airport	Passenger	[232]
	Newcastle upon Tyne	Newcastle Airport	Passenger	[233]
	Newquay	Newquay Airport	Terminated	[10][234]
	North Ronaldsay	North Ronaldsay Airport	Terminated	[10]
	Norwich	Norwich Airport	Terminated	[8]:60
	Papa Westray	Papa Westray Airport	Terminated	[10]
	Plymouth	Plymouth City Airport	Airport Closed	[10]
	Sanday	Sanday Airport	Terminated	[10]
	Shetland Islands	Sumburgh Airport	Terminated	[10]
	Southampton	Southampton Airport	Seasonal	[235]
Stornoway	Stornoway Airport	Terminated	[10]	
Stronsay	Stronsay Airport	Terminated	[10]	
Teesside	Teesside Airport	Terminated	[8]:60	
Tiree	Tiree Airport	Terminated	[10]	
Westray	Westray Airport	Terminated	[10]	
Wick	Wick Airport	Terminated	[10]	

Eastern Airways

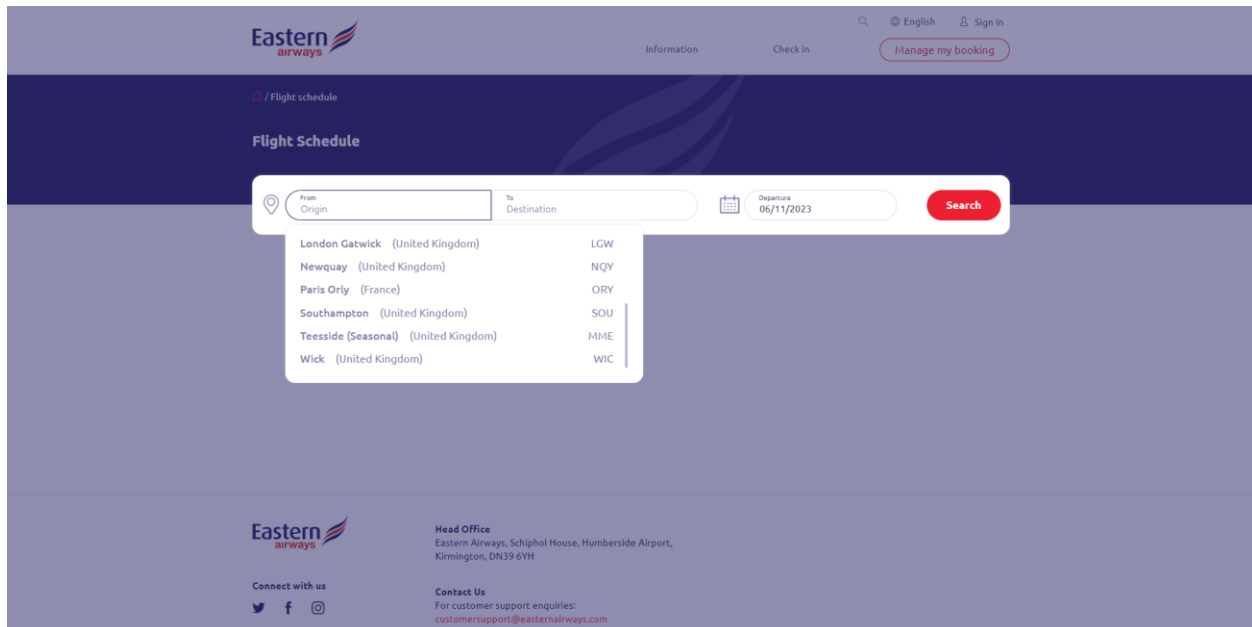
9 UK destinations (excludes Isle of Man and Channel Islands)



Eastern Airways website interface showing the flight schedule search results. The search criteria are: From: Origin, To: Destination, Departure: 06/11/2023. The results list 9 UK destinations:

Aberdeen (United Kingdom)	ABZ
Cardiff (United Kingdom)	CWL
East Midlands (United Kingdom)	EMA
Humberside (United Kingdom)	HUY
Jersey (Seasonal) (United Kingdom)	JER
London Gatwick (United Kingdom)	LGW

Additional information on the page includes the Head Office address: Eastern Airways, Schiphol House, Humberside Airport, Kirmington, DN39 6YH. Contact Us: For customer support enquiries: customersupport@easternairways.com.



Eastern Airways website interface showing the flight schedule search results. The search criteria are: From: Origin, To: Destination, Departure: 06/11/2023. The results list 5 international destinations:

London Gatwick (United Kingdom)	LGW
Newquay (United Kingdom)	NQY
Paris Orly (France)	ORY
Southampton (United Kingdom)	SOU
Teesside (Seasonal) (United Kingdom)	MME
Wick (United Kingdom)	WIC

Additional information on the page includes the Head Office address: Eastern Airways, Schiphol House, Humberside Airport, Kirmington, DN39 6YH. Contact Us: For customer support enquiries: customersupport@easternairways.com.

KLM

Note that KLM does not have a route map or flight list functionality on its website for UK destinations, the best alternative is the airlines Wikipedia page which was updated as of 6 Nov 2023.

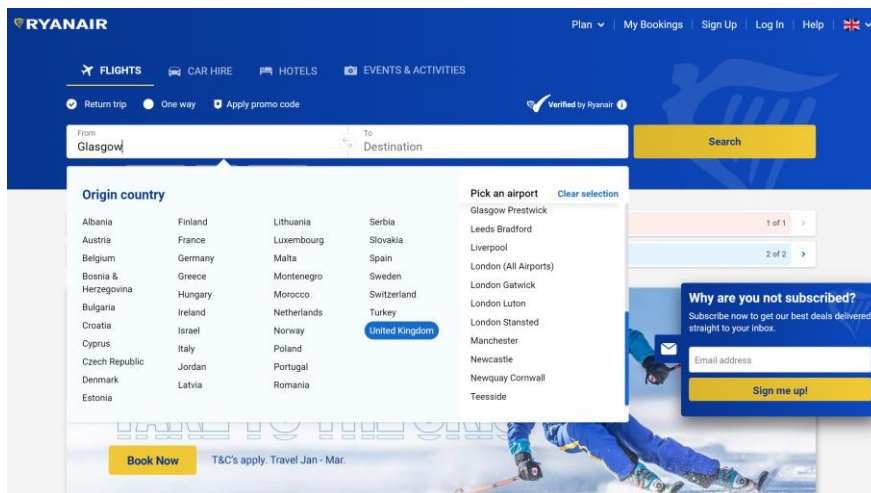
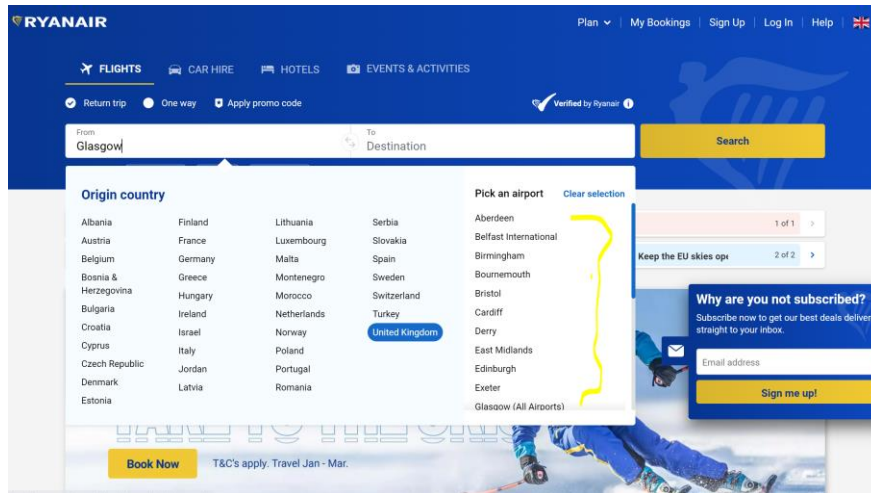
17 UK destinations (excludes Isle of Man and Channel Islands)

United Kingdom	Aberdeen	Aberdeen Airport		[28]
	Belfast	Belfast International Airport	Terminated	[23][31]
		George Best Belfast City Airport		[35]
	Birmingham	Birmingham Airport		[28]
	Bristol	Bristol Airport		[134]
	Cardiff	Cardiff Airport		[134]
	East Midlands	East Midlands Airport	Terminated	[31]
	Edinburgh	Edinburgh Airport		[28]
	Glasgow	Glasgow Airport		[28]
	Kingston upon Hull	Hull Municipal Airport	Airport Closed	[8][9]
		Humbly Grove Airport		[134]
	Inverness	Inverness Airport		[73][87]
	Leeds/Bradford	Leeds Bradford Airport		[87]
	Liverpool	Liverpool John Lennon Airport	Terminated	[135]
	London	London City Airport		[24]
		Croydon Airport	Airport Closed	[138]
		Gatwick Airport	Terminated	[31]
		Heathrow Airport		[28]
		Luton Airport	Terminated	[31]
		Stansted Airport	Terminated	
Manchester	Manchester Airport		[28]	
Manston	Manston Airport	Airport Closed	[137]	
Newcastle upon Tyne	Newcastle Airport		[28]	
Norwich	Norwich Airport		[134]	
Southampton	Southampton Airport		[73][138][94]	
Teesside	Teesside Airport		[71]	

Ryanair

Website Excerpt

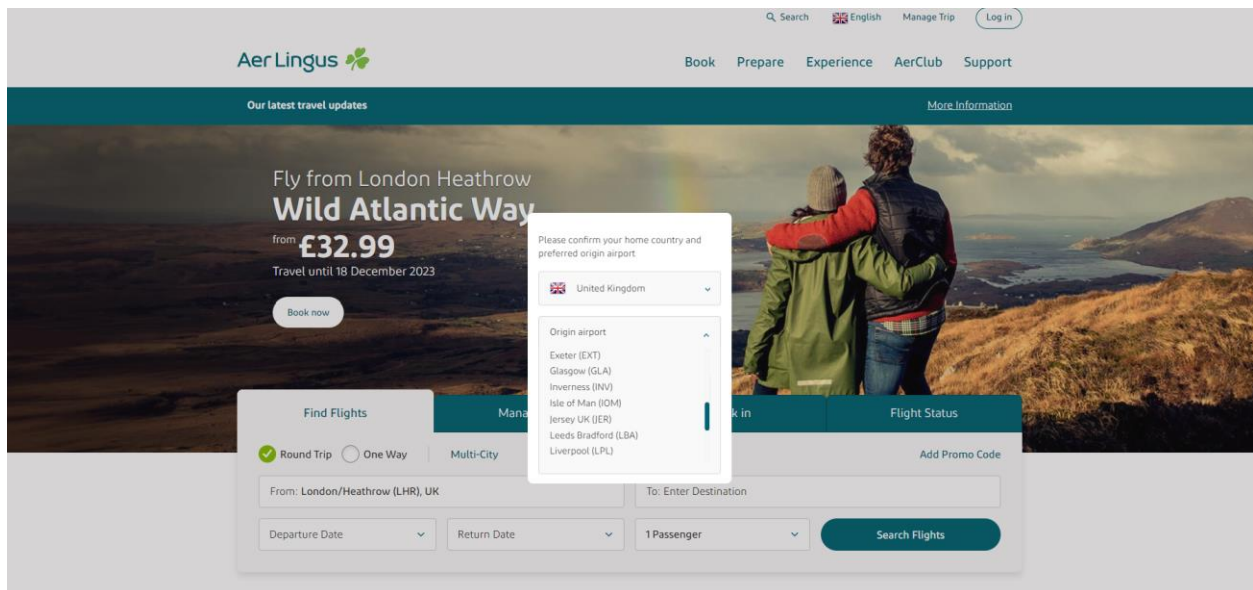
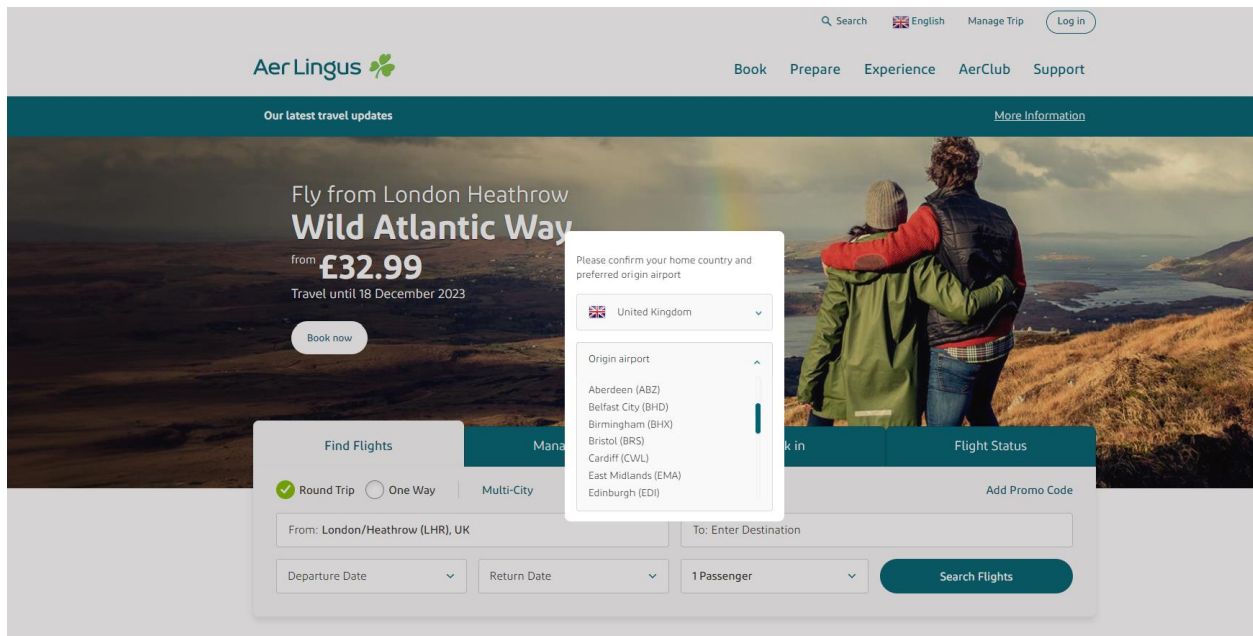
21 UK destinations

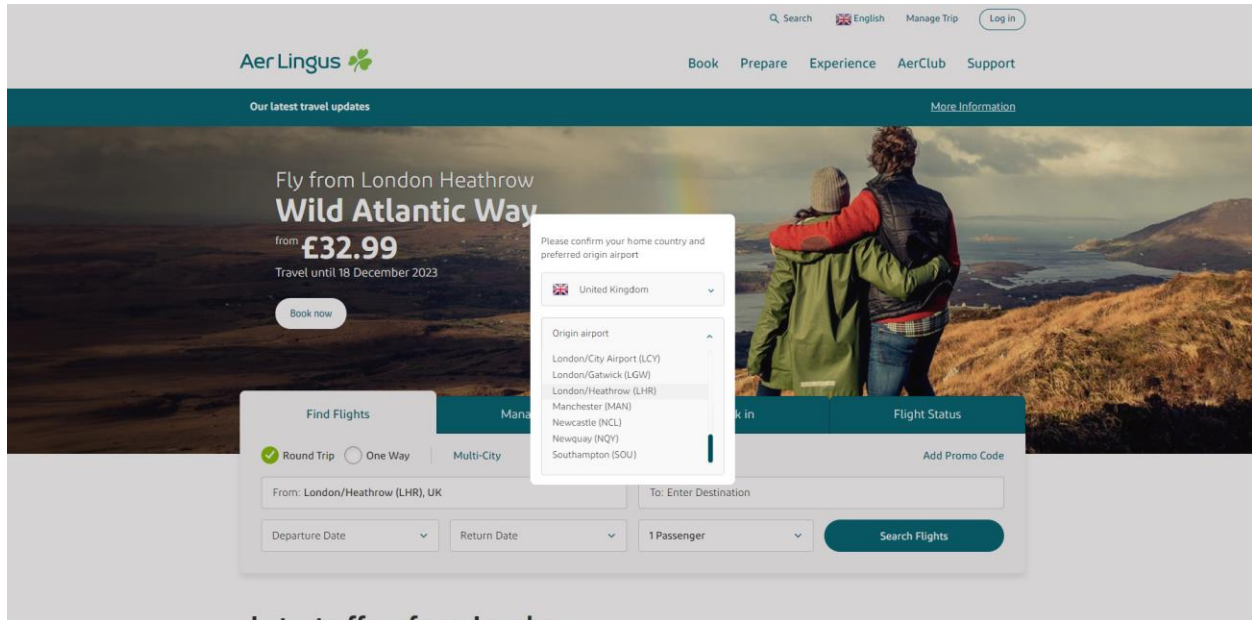


Aer Lingus

Website Excerpt

20 UK destinations (excluding Isle of Man and Channel Islands)





Virgin Atlantic

Note that Virgin Atlantic does not have a route map or flight list functionality on its website for UK destinations, the best alternative is the airlines Wikipedia page which was updated as of 6 Nov 2023.

3 UK destinations – London Heathrow, Manchester and a seasonal Edinburgh service.

United Kingdom	Belfast	Belfast International Airport	Terminated	[41][13]
	Edinburgh	Edinburgh Airport	Seasonal	[42]
	Glasgow	Glasgow Airport	Terminated	[42]
	London	Gatwick Airport	Terminated	
		Heathrow Airport	Hub	[43]
		Luton Airport	Terminated	
Manchester	Manchester Airport	Hub	[7]	