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**FOR IMMEDIATE RELEASE**

**THE LUFTHANSA GROUP BRINGING 990 EXTRA SEATS TO BARBADOS FROM  
GERMANY THIS OCTOBER**

Barbados is expanding its reach in Germany with a new thrice-weekly direct flight from Frankfurt to the Grantley Adams International Airport. Flight LH 5432, which is scheduled to commence on Monday, October 28, 2019, will run on Mondays, Wednesdays and Fridays using an A330 aircraft which seats up to 330 passengers.

CEO of the Barbados Tourism Marketing Inc. (BTMI), William ‘Billy’ Griffith, said that his organisation will be looking to capitalise on the extra seats the partnership will bring. “With the addition of some 900-plus seats per week, we will be more aggressive than ever in working with our tour operator partners, local groups such as the Barbados Hotel and Tourism Association and Intimate Hotels of Barbados, as well as in our traditional and digital marketing efforts,” Griffith said.

He added that the BTMI will be working closely with the Lufthansa Group on co-op marketing plans to ensure the success of the new service.

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## **About Barbados**

The island of Barbados offers the most authentic Caribbean experience with its exceptionally rich culture and history rooted in remarkable landscapes. Rated as one of the world's sexiest beaches in 2008 by Concierge.com; Barbados' Crane Beach in St. Philip stands as a premier destination for travellers. Barbados is also the first Zagat-rated Caribbean island and is known as the culinary capital of the Caribbean. Barbados has hosted several world class events including: The annual Barbados Food & Rum Festival; the 2006 PGA World Golf Championships-Barbados World Cup, the ICC Cricket World Cup Finals in 2007, the Sentebale Charity Polo match with Prince Harry of Wales in 2010, and the ICC Twenty20 Cricket Finals for 2010, and the Rihanna LOUD concert in 2012. Accommodations range from picturesque plantation houses and villas, to quaint bed and breakfasts and award-winning, five-star resorts. Grantley Adams International Airport offers even more non-stop and direct service from a growing number of U.S. cities, making Barbados the true gateway to the Eastern Caribbean. Barbados was voted eighth in the World by Trip Advisor's "2008 Travelers' Choice Destination Awards" in its Top 100 Destinations category. For more information on travel to Barbados, visit [www.visitbarbados.org](http://www.visitbarbados.org), follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.