

Verification – Loganair Christmas Advert 2024

11th October 2024

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.

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,

Callum Bell

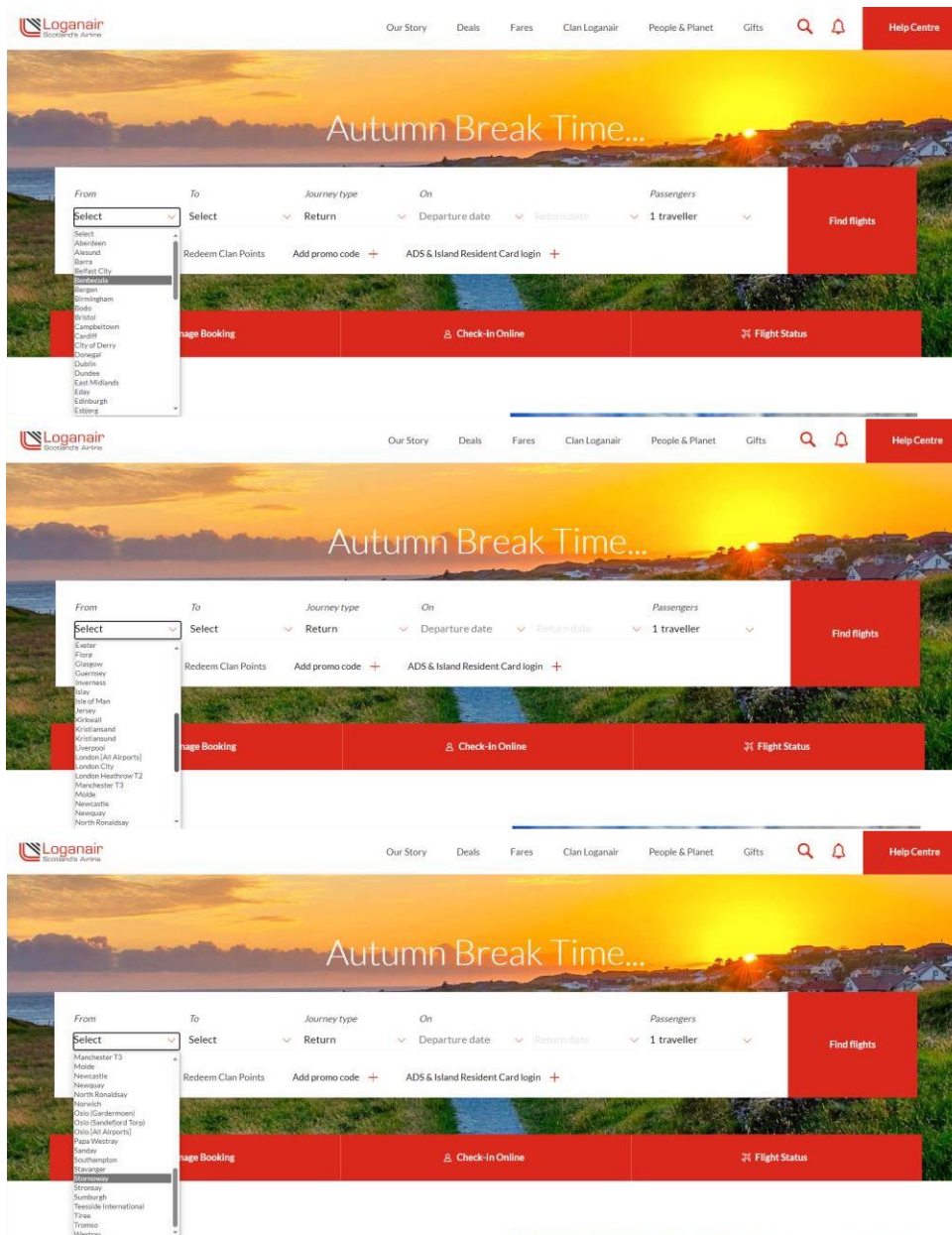
A handwritten signature in black ink, appearing to read 'Callum Bell', written in a cursive style.

Campaign Executive, Marketing

Loganair Limited

Loganair

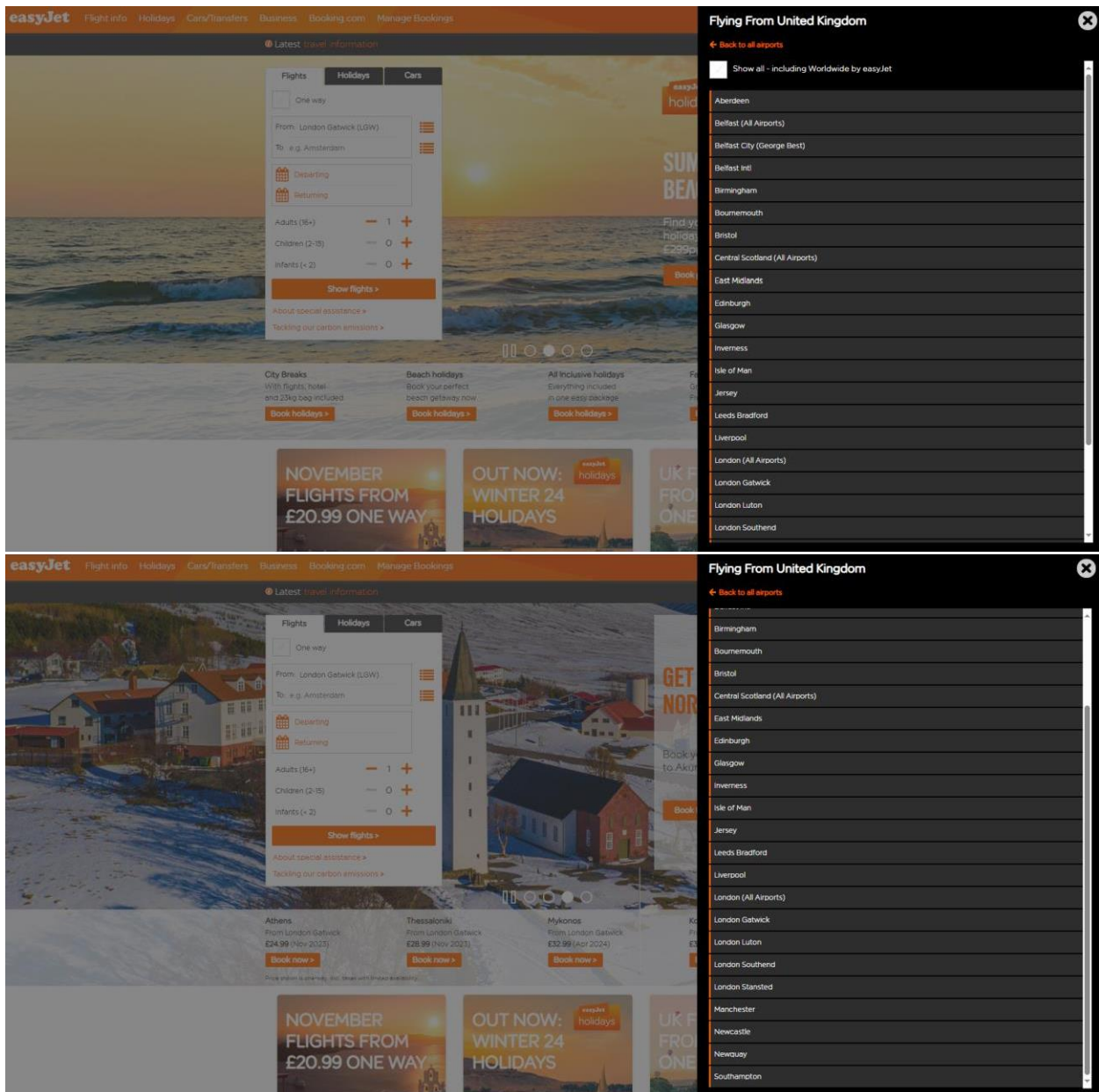
Website excerpt 32 UK destinations (excludes Isle of Man and Channel Islands).



Loganair Limited, Lightyear Building, 9 Marchburn Drive, Glasgow Airport, Paisley, PA3 2SJ
General Enquiries: 0141 848 7594 **Reservations:** 0344 800 2855 and loganair.co.uk
Company registration number: 170072. Registered office as above

EasyJet

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



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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. 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][4]
	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]	

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Eastern Airways

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

The screenshot shows the Eastern Airways website's flight schedule search interface. The search bar is filled with 'From Origin' and 'To Destination', and the departure date is set to 06/11/2023. A dropdown menu displays the following results:

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

The footer includes the Eastern Airways logo, social media icons, and contact information: Head Office at Eastern Airways, Schiphol House, Humberside Airport, Kirmington, DN39 6YH. Contact Us: For customer support enquiries, customersupport@easternairways.com.

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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

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

United Kingdom	Aberdeen	Aberdeen Airport		[26]
	Belfast	Belfast International Airport	Terminated	[23][31]
		George Best Belfast City Airport		[35]
	Birmingham	Birmingham Airport		[26]
	Bristol	Bristol Airport		[134]
	Cardiff	Cardiff Airport		[134]
	East Midlands	East Midlands Airport	Terminated	[31]
	Edinburgh	Edinburgh Airport		[26]
	Glasgow	Glasgow Airport		[26]
	Kingston upon Hull	Hull Municipal Airport	Airport Closed	[8][9]
		Humberside Airport		[134]
	Inverness	Inverness Airport		[73][67]
	Leeds/Bradford	Leeds Bradford Airport		[67]
	Liverpool	Liverpool John Lennon Airport	Terminated	[135]
	London	London City Airport		[24]
		Croydon Airport	Airport Closed	[136]
		Gatwick Airport	Terminated	[31]
		Heathrow Airport		[26]
		Luton Airport	Terminated	[31]
		Stansted Airport	Terminated	
Manchester	Manchester Airport		[26]	
Manston	Manston Airport	Airport Closed	[137]	
Newcastle upon Tyne	Newcastle Airport		[26]	
Norwich	Norwich Airport		[134]	
Southampton	Southampton Airport		[73][138][94]	
Teesside	Teesside Airport		[71]	

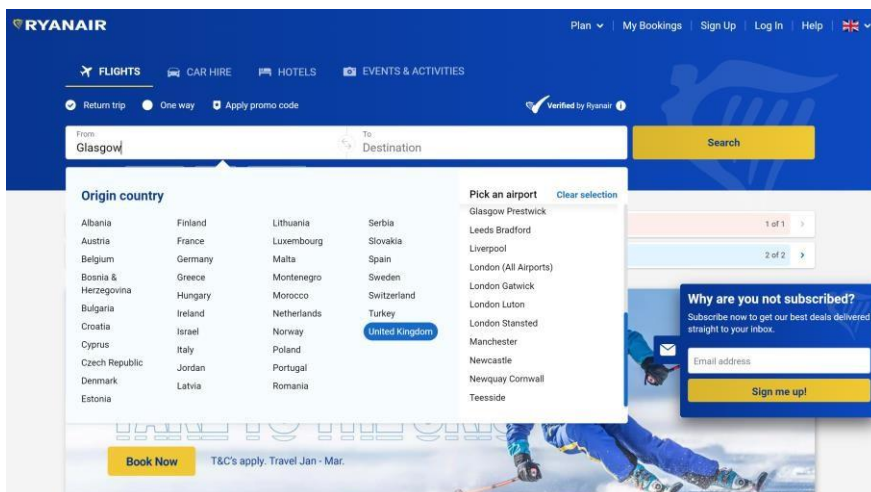
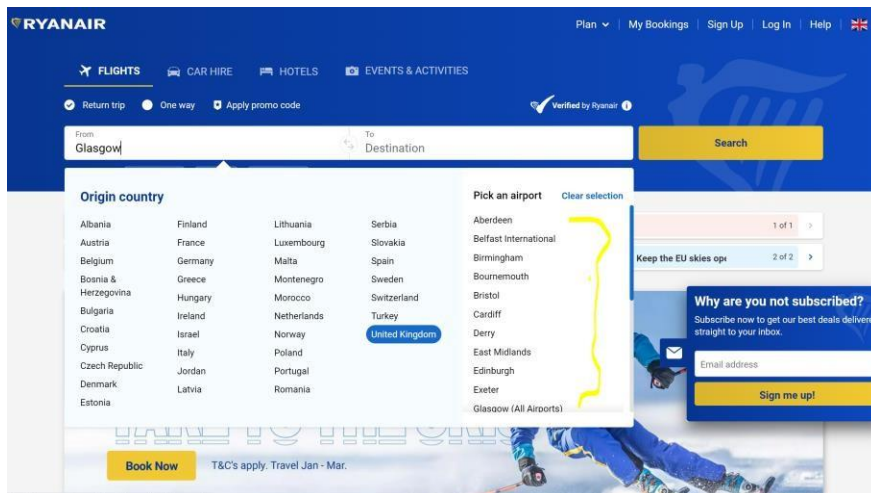
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Ryanair

Website Excerpt 21 UK destinations.



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Aer Lingus

Website Excerpt 20 UK destinations (excluding Isle of Man and Channel Islands) Virgin Atlantic Note that.

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Fly from London Heathrow Wild Atlantic Way

from **£32.99**
Travel until 18 December 2023

Book now

Please confirm your home country and preferred origin airport

United Kingdom

Origin airport

- Aberdeen (ABZ)
- Belfast City (BHD)
- Birmingham (BHX)
- Bristol (BRS)
- Cardiff (CWL)
- East Midlands (EMA)
- Edinburgh (EDI)

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Round Trip One Way Multi-City Add Promo Code

From: London/Heathrow (LHR), UK To: Enter Destination

Departure Date Return Date 1 Passenger Search Flights

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Origin airport

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- Glasgow (GLA)
- Inverness (INV)
- Isle of Man (IOM)
- Jersey UK (JER)
- Leeds Bradford (LBA)
- Liverpool (LPL)

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Travel until 18 December 2023

Book now

Please confirm your home country and preferred origin airport

United Kingdom

Origin airport

- London/City Airport (LCY)
- London/Gatwick (LGW)
- London/Heathrow (LHR)
- Manchester (MAN)
- Newcastle (NCL)
- Newquay (NQY)
- Southampton (SOU)

Find Flights Manage My Booking Flight Status

Round Trip One Way Multi-City Add Promo Code

From: London/Heathrow (LHR), UK To: Enter Destination

Departure Date Return Date 1 Passenger Search Flights

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. 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]