

Beat: Business

WHEELS UP FOR LUFTHANSA: NEW NONSTOP FROM SAN DIEGO TO FRANKFURT

FLIGHTS ARE READY FOR TAKE OFF

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USPA NEWS -

German flagship airline Lufthansa has expanded its international service to Southern California citing strong demand and an open market. The inaugural nonstop flight between Frankfurt and San Diego landed Thursday at Lindbergh Field and was met by a cheering crowd. The Lufthansa flight will operate year-round, five days a week, according to airline officials. The new flights will allow for connections to key European markets, as well as high-traffic business destinations.

Roundtrip fares on the 279-seat Airbus A340-300 planes will start at \$1,627, for travel through May 1st. Fares are lower for the period between Oct. 28th and Dec.14th. Flights from San Diego will take-off at 3:05 pm. every Monday, Tuesday, Thursday, Saturday and Sunday, arriving the next day in Frankfurt at 11:20 a.m. Return flights are scheduled to land in San Diego at 1:20 p.m.

The economic impact will be great for the region as travelers are looking for consistent, convenient and easy commutes. The new flight will connect to more than 150 destinations in Europe, Africa, the Middle East and the Indian sub-continent. The San Diego Airport Authority agreed to spend \$750,000 over two years on marketing the new flight, plus waive the estimated landing fees of circa \$500,000 the first year and \$250,000 the second year as well as rebates for terminal space rental. According to Hampton Brown, director of air service planning: "We're going to pause in Europe for a while to make sure Lufthansa is successful, but we are working with other regions of the world,." "The Philippines always pops up as a possible Asia flight and Korea too," Brown said. "We're making progress. We're within a year to a two-year time frame of having something."

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