

BaxterStorey announces extension of partnership with British Airways



BaxterStorey serves up to 14,000 guests daily across 13 British Airways lounges.

[BaxterStorey](#) has announced the extension of its partnership with [British Airways](#) through an agreement running until 2035, alongside the appointment of Kirsty Hurst-Worth as regional director for its British Airways lounges business.

Under the renewed agreement, BaxterStorey will continue providing food and beverage, housekeeping and hospitality services across British Airways' U.K. lounge network, serving guests at lounges in Aberdeen, Edinburgh, Glasgow, Gatwick and Heathrow airports.

Operating across 13 lounges, BaxterStorey supports British Airways in delivering a premium hospitality experience for travelers throughout the U.K., serving up to 14,000 passengers per day during peak periods. The extended agreement reflects the strength of the long-standing relationship between the two companies, which have partnered since 2013.

The partnership renewal comes as BaxterStorey continues to invest in its travel division and expand its presence within the aviation hospitality sector. The company said the agreement underscores British Airways' confidence in its operational delivery and hospitality expertise.

Alongside the contract extension, BaxterStorey has appointed Kirsty Hurst-Worth as Regional Director for its British Airways lounges business. Hurst-Worth brings more than a decade of experience leading operations across the airline's U.K. lounge estate, where she has overseen service delivery, operational performance and client partnerships.

In her new role, she will lead lounge operations across the British Airways estate, with responsibility

for client relationships, commercial performance, people strategy and service development, overseeing a team of more than 700 employees.

“I am delighted to step into this new role and even more pleased that we are extending our relationship with British Airways,” said Hurst-Worth. “I am looking forward to continuing to work alongside our team to ensure the guest experience across the lounges continues to go from strength to strength.”

“Our shared commitment to excellence and world-class standards makes this collaboration especially meaningful, and the longevity of our relationship is a true testament to the strength of the partnership and the outstanding team behind it,” said Matt Callard, Head of Lounge Experience at British Airways.

“We are truly delighted to be strengthening our long-standing partnership with British Airways, and to be looking ahead to delivering even more innovation and memorable hospitality experiences to the thousands of customers we welcome every day,” said Ronan Harte, CEO of BaxterStorey.