



## BRITISH AIRWAYS | EXCESSIVE CHURNING POLICY

Dear Partner,

Starting 01 October 2021, British Airways will implement a modification to our policy regarding excessive churning in line with industry standards.

Churning refers to repeated cancellation and rebooking of the same itinerary for the same passenger - independent of the class and PNR - to circumvent or extend ticketing time limits, hold inventory, and/or find a lower booking class.

- As a courtesy, a maximum of 4 rebookings are permitted of the same itinerary for the same passenger.
- Any additional rebooked and cancelled segments will be considered excessive churning.
- Agents that engage in excessive churning practice will be subject to an ADM of GBP 5.00 (or equivalent in local billing currency) per passenger/per segment.
- To avoid receiving an ADM for excessive churning, please keep the number of churned segments to a minimum or not exceeding 4 rebookings of the same itinerary for the same passenger.

The updated ADM policy can be found [here](#).

Thank you for your understanding and support.

Kind regards,  
British Airways