

# Press Kit 2024



# Virgin Atlantic History

Year	Event
June 1984	The VS1 (Maiden Voyager) took off from Gatwick to Newark, the first Virgin Atlantic flight.
1985	Virgin Holidays launched, offering premium long-haul breaks to the package holiday market
1986	Virgin Atlantic launches London to Miami route.
1987	By 1987, Virgin Atlantic had flown its first one million customers
1988	Virgin Atlantic launches London to JFK.
1989	Virgin Atlantic launches London to Tokyo.
1989	Virgin Atlantic becomes the first airline to introduce individual Sony Video Walkman's for customers in Upper Class
1989	Freeway, the first Virgin Atlantic Frequent Flyer Programme is launched. It was later renamed Flying Club
1990	Virgin Atlantic launches London to Los Angeles
1990	Inflight beauty therapists were introduced and remained onboard for over a decade.
1990	Virgin Atlantic opens its first airport lounge at London Gatwick
1990	Onboard defibrillators are introduced onboard Virgin Atlantic aircraft. The first airline to do so.
1991	Virgin Atlantic launches London to Boston
1991	Individual TV screens introduced onboard showing a choice of channels to passengers in all classes. Virgin Atlantic became the first operating wide-bodied aircraft to offer these systems which went on to become an industry standard.
1991	Virgin Atlantic became the first UK airline to offer SMS texting and email facilities onboard
July 1991	Virgin Atlantic began operations at London Heathrow
1992	Virgin Atlantic launches London to Orlando
1992	Virgin Atlantic becomes the first airline to introduce child safety seats.
March 1992	Mid Class (later rebranded Premium), an enhanced economy product with bigger seats, more legroom introduced. Another world first for Virgin Atlantic.
1993	The Heathrow Clubhouse opens for the first time, launching the brand. In the same year we also launched the first airport lounge outside of the UK at Boston
1993	The first Airbus A340-300 joins the Virgin Atlantic fleet. G-VRED, Lady in Red was named by Princess Diana
1994	Virgin Atlantic launches London to San Francisco
1994	Virgin Atlantic pilot Yvonne Kershaw became the first British woman to Captain a Boeing 747
1997	The Virgin Atlantic website launches
December 1999	Richard Branson sells a 49% stake in Virgin Atlantic to Singapore Airlines for £600m, valuing the company at £1.2b
2000	Sir Richard Branson receives his knighthood
2003	Virgin Atlantic operated the first aid flight to Basra in Iraq bringing much needed relief aid to the country, among the first non-military aircraft to fly into the city since 1990. The flight carried 60 tonnes of medical supplies and a volunteer medical team.
November 2003	The Upper-Class Suite launches and goes on to win several prestigious design awards.
2003	Change for Children is introduced making Virgin Atlantic the first airline to collect spare foreign currency as donations on flights, via an on-board charity appeal. This led the way for many other airlines to do the same and has raised untold amounts for good causes.

2004	Her Majesty Queen Elizabeth II names G-VEIL in a ceremony at the Airbus factory in Toulouse
2006	Virgin Atlantic's award-winning London Heathrow Clubhouse opens its doors
2007	The Upper Class Wing welcomes its first passenger
2007	Virgin Atlantic's new Terminal 3 at London Heathrow opened by the Spice Girls.
2007	'Change is in the Air', the Virgin Atlantic sustainability programme launches
2008	The world's first biofuel flight from London to Amsterdam, on a Virgin Atlantic Boeing 747 proves the feasibility and benefits of sustainable aviation fuel
2010	55 tonnes of aid to support relief work in Haiti is flown on a Virgin Atlantic flight to Miami
2011	Virgin Holidays become the founding sponsor of the Attitude Awards.
2011	Virgin Atlantic appoints its first ever 'whispering coach' to ensure that all passengers using the airline's new Upper Class Dream Suite enjoy the most relaxing night's sleep possible. Virgin Atlantic's Richard Fitzgerald took on the role of Whispering Coach to train the crew for the launch of the new Suite in spring 2012 – and provided invaluable training to cabin crew tending to passengers in the airline's new Upper Class Dream Suite – which offered the largest and most comfortable beds in the sky. Richard offered coaching on the tone, volume and sentiment cabin crew should use whilst talking to Upper Class passengers. His specialist training ensured that no passenger was unduly disturbed whilst sleeping and that all passengers woke up and arrived at their destination feeling rested and refreshed.
2012	Virgin Atlantic announces a new partnership with Lanzatech to produce the world's first low carbon aviation fuel
2012	For the first time, UK airline customers can make phone calls from 35,000 feet, onboard Virgin Atlantic aircraft.
2012	Delta purchases a 49% stake in Virgin Atlantic from Singapore Airlines
2014	Virgin Atlantic flies aid into the Philippines after Typhoon Haiyan
2014	Virgin Atlantic takes delivery of its first Boeing 787 and celebrates by live streaming the world's first concert from over the Atlantic Ocean with UK chart toppers Rudimental & Gorgon City.
2014	Vivienne Westwood designs the next iteration of the Virgin Atlantic uniform using innovative materials, made in part with recycled plastic.
2014	Upper Class customers are the first in the world to be offered onesies onboard, created by Norwegian designers OnePiece
2016	One Water partners with Virgin Atlantic to supply their ethical water onboard.
2016	Virgin Atlantic launches flights to Seattle
2016	Virgin Atlantic launches codeshare with Flybe.
2016	We move into our new head office building, The VHQ
July 2016	Richard Branson flies into the Farnborough air show to announce Virgin Atlantic order of Airbus A350-1000s
November 2016	Virgin Atlantic completes the biggest digital project in its history, switching to Air4 systems on Deltamatic in partnership with Delta
December 2016	The first Virgin Holidays V-room lounge opens at Gatwick Airport
2016	Delta moves to Terminal 3 to co-locate with Virgin Atlantic
2017	Virgin Atlantic became the first airline to offer fleet wide Wi-Fi onboard its aircraft
2017	Virgin Holidays announces it will no longer promote or sell attractions or hotels that feature captive cetaceans
2017	Virgin Atlantic became the first airline to offer in-flight entertainment for visually impaired customers
2017	Virgin Atlantic Holidays team up with legendary British reggae band, UB40, to encourage tourists to return to the idyllic Caribbean islands following the impact left by Hurricanes Irma, Maria and Jose this year. They filmed a new music video for their Greatest Album hit Come Back Darling in a bid to reassure Brits that the region is ready for tourists to 'come back' following a concerted recovery effort.

2017	The London and Brighton Pride events are sponsored by Virgin Atlantic and Virgin Holidays
2018	Opening of the world's first Departure Beach
2018	Female Virgin Atlantic uniform wearers are no longer required to wear make-up and can choose between trousers and skirts in new uniform policy.
2018	Mile High Tea launches in all three classes on Virgin Atlantic flights.
2018	Virgin Atlantic introduces three new ways to fly economy, with Economy Light, Economy Classic and Economy Delight hitting the market
October 2018	The world's first commercial flight using Lanzatech's SAF operates on a Virgin Atlantic Boeing 747 from Orlando to London Gatwick. The flight demonstrates that alternative fuels are a viable alternative to traditional kerosene.
January 2019	The world's first no-lo low alcohol-, and alcohol-free drinks menu launched by Virgin Atlantic onboard and in its lounges
February 2019	Virgin Atlantic announces a new joint venture partnership with Air France KLM
April 2019	New flying icons that are more diversely representative of the men and women of Britain and introduced for the next generation of Virgin Atlantic aircraft.
June 2019	The world's first Pride Flight crewed exclusively by members of the Virgin Atlantic LGBTQ+ community, flies into New York for the World Pride event.
June 2019	An agreement for 16 A330-900neos announced by Virgin Atlantic, securing its most fuel-efficient fleet in its history (estimated to be approximately 32% more fuel efficient compared to Virgin Atlantic's 2014 fleet).
September 2019	Flights launch between London Heathrow and Tel Aviv.
September 2019	Delivery of the first of Virgin Atlantic's 12 Airbus A350-1000s, featuring a full redesign of the cabin and introduction of a social 'Loft' space.
September 2019	A partnership with Barbie to promote awareness of STEM based careers for young women is announced. The campaign used Barbie dolls modelled on Virgin Atlantic pilots, engineers, and cabin crew.
March 2020	The first cargo-only flight in Virgin Atlantic's history, transports essential medical and pharmaceutical goods from London to New York.
April 2020	Essential medical supplies and PPE equipment for the UK National Health Service is transported a special Virgin Atlantic charter flight from Shanghai to London.
April 2020	In response to travel restrictions resulting from the COVID-19 pandemic, Virgin Atlantic halts its passenger flights to and from Shanghai.
May 2020	London Gatwick base closes
September 2020	Virgin Atlantic completes a £1.2 billion privately funded solvent recapitalisation, which was subsequently increased to a total of £1.5 billion as of 30 June 2021 with the receipt of additional support from shareholders and creditors as well as the completion of sale and leaseback transactions in the first three months of 2021.
November 2020	New capabilities in readiness to handle the logistical complexities of distributing COVID-19 vaccines on its global network announced by Virgin Atlantic Cargo.
December 2020	The remaining Boeing 747-400 aircraft retired. The fleet have been replaced by the more efficient Airbus A350.
December 2020	During the pandemic, Virgin Atlantic volunteers help administer vaccines, deliver food, and provide relaxing spaces for NHS staff
December 2020	Virgin Atlantic new services to Pakistan flying to Islamabad and Lahore from London Heathrow and to Islamabad from Manchester
March 2021	In 12 months, the Virgin Atlantic Cargo team have shipped 8.5 million kilos of vital PPE equipment and opened 12 new cargo only routes.
April 2021	Virgin Atlantic launches ASMR inspired video capturing the sights and sounds of travel
June 2021	Virgin Atlantic signs a non-binding memorandum of understanding with Vertical Aerospace to pioneer sustainable and zero emissions short haul air travel in the United Kingdom.
August 2021	Storegga and Virgin Atlantic partner to develop direct air capture carbon solutions in the UK.
September 2021	Virgin Atlantic announce a six-month extension to its Flying Club members' tier status, amounting to a total two years' worth of extensions in total.

September 2021	Virgin Atlantic unveils "The Booth" a unique social space on its leisure A350 aircraft
October 2021	Twice weekly services from London Heathrow to St Vincent and the Grenadines launch
November 2021	Virgin Atlantic launches twice weekly services to The Bahamas
December 2021	New services from Edinburgh to Barbados launch as well as flights from Heathrow to St Lucia
March 2022	Flights launch from Edinburgh to Orlando
March 2022	Virgin Atlantic supported MDA UK, Save a Child and Dnipro Kids to bring over 50 Ukrainian orphans and their guardians from Poland to the UK.
May 2022	Virgin Atlantic is proud to be the first UK airline to allow visible tattoos
May 2022	New four times weekly services launch to Austin, Texas
May 2022	Virgin Atlantic Cargo opened a new state-of-the-art cargo centre at London Heathrow airport The cargo business also reported that in 2021, it operated 1,633 cargo dedicated sectors and delivered a record revenue of £448m up more than 200% vs 2019 and 40% vs 2020 respectively.
June 2022	Virgin Atlantic launched its Flying Club Guaranteed Availability initiative, which ensures reward seats availability on every flight. In addition, Gold members also have a new benefit of Gold Reward Seats, which gives the option to turn any seat into a reward seat by using double Virgin Points.
September 2022	Virgin Atlantic announces plans to join SkyTeam in early 2023
September 2022	Virgin Atlantic updates its Gender Identity policy and removes the need to wear gender identity uniforms
October 2022	Virgin Atlantic's first A330neo aircraft takes to the skies flying customers to Boston
November 2022	Virgin Atlantic launched daily services to Tampa, Florida
November 2022	Daily services to Cape Town, South Africa launched
November 2022	Virgin Atlantic named number one on Newsweek's list of the UK's Top 100 Most Loved Workplaces for 2022
November 2022	Virgin Atlantic announces new routes to the Maldives and Turks & Caicos, coming in W23
January 2023	Virgin Atlantic names its newest aircraft in honour of Her Majesty, Queen Elizabeth II. The airline's fourth Airbus A330neo is known as 'Queen of the Skies' with royal registration G-VEII, in tribute to the late monarch
February 2023	Virgin Atlantic announces its highly anticipated return to Shanghai from 1 <sup>st</sup> May 2023, 859 days since the last flight in December 2020
2 <sup>nd</sup> March 2023	Virgin Atlantic becomes the first UK airline to join SkyTeam
April 2023	Virgin Atlantic launches partnership with Guide Dogs, helping to make travel more accessible for its customers with visual impairments
1 <sup>st</sup> June 2023	Virgin Atlantic announces it will restart services from London Heathrow to Dubai, Manchester to Las Vegas and launch new inter-island flights in the Caribbean
5 <sup>th</sup> June 2023	Virgin Atlantic announces an expansion to its India services with a new route to Bengaluru from 31 <sup>st</sup> March 2024
20 <sup>th</sup> July 2023	Virgin Atlantic and Rolls-Royce confirm the successful Sustainable Aviation Fuel (SAF) blend ground test on the Rolls-Royce Trent 1000 engine. The test marked a key milestone as part of the Flight100 project to fly the world's first 100% SAF flight across the Atlantic from London Heathrow to New York JFK on a Boeing 787 Dreamliner.
23 <sup>rd</sup> October 2023	Maldives flights start
30 <sup>th</sup> October 2023	Dubai flights start
4 <sup>th</sup> November 2023	Turks and Caicos flights start
28 <sup>th</sup> November 2023	Virgin Atlantic's world-first 100% SAF transatlantic flight by a commercial airline successfully operates from London Heathrow to New York JFK.
5 <sup>th</sup> December 2023	Virgin Atlantic launches its new merchandise range
January 2024	Virgin Atlantic and Delta celebrate 10 years of partnership



25 <sup>th</sup> March 2024	Virgin Atlantic names its newest A330neo after founder Sir Richard Branson
31 <sup>st</sup> March 2024	Bengaluru flights start
7 <sup>th</sup> May 2024	Virgin Atlantic releases results from world-first 100% SAF transatlantic flight. Flight100 saved 95 tonnes of CO <sub>2</sub> and demonstrated environmental benefits of Sustainable Aviation Fuel.
2 <sup>nd</sup> June 2024	Manchester-Las Vegas flights restart
22 <sup>nd</sup> June 2024	Virgin Atlantic turns 40!
23 <sup>rd</sup> July 2024	Virgin Atlantic completes its fleet transformation and confirms an order of seven A330-900neos.

## A message from Shai Weiss, chief executive officer, on our Ruby Anniversary

Forty years ago, Virgin Atlantic was founded to shake up the airline industry. We were born to be more than just an airline. Carrying our first customers between London and New York on 22 June 1984, we offered something different, unique and exciting.

Over the years, we've challenged the status quo and redefined air travel. We were the first to introduce an onboard bar area so our customers could socialise during a flight; the first to offer individual seatback screens in all classes; the first to offer a Premium class cabin; and the first to introduce lie-flat beds so people could snooze their way blissfully across the Atlantic.

Today, ours remains the experience others look to for inspiration. We've grown from a challenger airline to one of the most iconic ways to travel. Our Clubhouses are renowned worldwide. Our fleet is one of the youngest, cleanest, and greenest in the skies, proved capable of flying across the Atlantic powered by sustainable aviation fuel. Our Retreat Suite sets the standard for inflight social spaces. And our people will always be our superpower – the red thread that keeps us flying miles above the rest, from 1984 to today, and into the future.

Our customers still mean the world to us, in keeping with our mission is to become the *most loved travel company*. We are flying because of you and exist to make your journey safe and special. To do right by you and make you smile. It's that simple. And as we mark our Ruby anniversary on 22nd June, our spirit is stronger than ever.

So, here's to 40 more years of shaking up the skies. Because there's travel. Then there's travelling with us. Virgin Atlantic style.

# Financial Results

	Group Turnover	Group Profit (Loss) Before Tax
Year ended	(£m)	(£m)
31 July 1989	106.8	8.4
31 July 1990	208.8	8.7
31 October 1991 (15 months ended)	382.9	6.2
31 October 1992	356.9	(14.5)
31 October 1993	400.9	0.5
31 October 1994	503.4	(3.0)
31 August 1995 (10 months ended)	507.0	36.5
30 April 1996 (8 months ended)	440.0	41.3
30 April 1997	785.1	64.7
30 April 1998	942.3	91.2
30 April 1999	1,066.6	98.7
30 April 2000	1,267.6	4.1
30 April 2001	1,517.5	45.5
30 April 2002	1,415.6	(92)
30 April 2003	1,401.2	15.7
28 February 2004 (10 months ended)	1,272.0	20.9
28 February 2005	1,630.2	68.0
28 February 2006 **	1,912.3	45.2
28 February 2007 **	2,141.4	46.8**
28 February 2008 **	2,336.8	22.9
28 February 2009	2,578.7	68.4
28 February 2010	2,356.6	(132.0)
28 February 2011	2.7 billion	18.5
28 February 2012	2.74 billion	(80.2)
28 February 2013	2.87 billion	(69.9)
31 <sup>st</sup> December 2013	2.57 billion	(5.1)
31 <sup>st</sup> December 2014	2.9 billion	17.6
31 <sup>st</sup> December 2015	2.78 billion	87.5
31 <sup>st</sup> December 2016	2.69 billion	231.6
31 <sup>st</sup> December 2017	2.7 billion	(59)
31 <sup>st</sup> December 2018	2.8 billion	(60)
31 <sup>st</sup> December 2019	2.9 billion	(63.7)
31 <sup>st</sup> December 2020	868	(858)
31 <sup>st</sup> December 2021	982	(487)
31 <sup>st</sup> December 2022	2.9 billion	(206)
31 <sup>st</sup> December 2023	3.1 billion	(139)

\*\* excluding Virgin Nigeria

# Our Fleet

Virgin Atlantic's fleet comprises 44 aircraft, including 17 Boeing 787-9s, 10 Airbus A330-300s, 12 Airbus A350-1000s and 5 Airbus A330-900neos.

Registration	Aircraft Type	Aircraft Name	J	W	Y+	Y	Total
G-VSXY	A330-343	Beauty Queen	31	48	28	157	264
G-VKSS	A330-343	Mademoiselle Rouge	31	48	28	157	264
G-VLUV	A330-343	Lady Love	31	48	28	157	264
G-VGEM	A330-343	Diamond Girl	31	48	28	157	264
G-VINE	A330-343	Champagne Girl	31	48	28	157	264
G-VRAY	A330-343	Miss Sunshine	31	48	28	157	264
G-VNYC	A330-343	Uptown Girl	31	48	28	157	264
G-VGBR	A330-343	Golden Girl	31	48	28	157	264
G-VWAG	A330-343	Miss England	31	48	28	157	264
G-VUFO	A330-343	Lady Stardust	31	48	28	157	264
G-VNEW	787-91R	Birthday Girl	31	35	36	156	258
G-VAHH	787-91R	Dream Girl	31	35	36	156	258
G-VOOH	787-91R	Miss Chief	31	35	36	156	258
G-VZIG	787-91R	Dream Jeannie	31	35	36	156	258
G-VYUM	787-91R	Ruby Murray	31	35	36	156	258
G-VWHO	787-91R	Mystery Girl	31	35	36	156	258
G-VCRU	787-91R	Olivia-Rae	31	35	36	156	258
G-VSPY	787-91R	Miss Money Penny	31	35	36	156	258
G-VOWS	787-91R	Maid Marian	31	35	36	156	258
G-VDIA	787-91R	Lady in the Sky	31	35	36	156	258
G-VBZZ	787-91R	Queen Bee	31	35	36	156	258
G-VMAP	787-91R	West End Girl	31	35	36	156	258
G-VFAN	787-91R	Pin up Girl	31	35	36	156	258
G-VBOW	787-91R	Amazing Grace	31	35	36	156	258
G-VWOO	787-91R	Leading Lady	31	35	36	156	258
G-VBEL	787-91R	Lady Freedom	31	35	36	156	258



G-VNYL	787-91R	Penny Lane	31	35	36	156	258
G-VLUX	A350-1000	Red Velvet	44	56	36	199	335
G-VPOP	A350-1000	Mamma Mia	44	56	36	199	335
G-VPRD	A350-1000	Rain Bow	44	56	36	199	335
G-VJAM	A350-1000	Queen of Hearts	44	56	36	199	335
G-VDOT	A350-1000	Ruby Slipper	44	56	36	199	335
G-VRNB	A350-1000	Purple Rain	44	56	36	199	335
G-VTEA	A350-1000	Rosie Lee	44	56	36	199	335
G-VEVE	A350-1000	Fearless Lady	16	56	45	325	397
G-VLIB	A350-1000	Lady Emmeline	16	56	45	325	397
G-VBOB	A350-1000	Soul Rebel	16	56	45	325	397
G-VNVR	A350-1000	Wendy Darling	16	56	45	325	397
G-VELJ	A350-1000	Bennie Jet	16	56	45	325	397
G-VJAZ	A330-900neo	Billie Holiday	32	46	28	156	262
G-VTOM	A330-900neo	Space Oddity	32	46	28	156	262
G-VLDY	A330-900neo	Eliza Doolittle	32	46	28	156	262
G-VEII	A330-900neo	Queen of the Skies	32	46	28	156	262
G-VSRB	A330-900neo	Ruby Rebel	32	46	28	156	262

### Airbus A330-300 basic facts

Virgin Atlantic's A330-300 was first launched on 2nd April 2010, operating between Manchester and Orlando. The Airbus A330-300 is the largest member of the twin engine A330 family, has a Wingspan – 198 feet (60.3 metres) and has an overall length – 209 feet (63.69 metres). An A330 takes off every 57 seconds somewhere in the world.

### Boeing 787-9 basic facts

The Boeing 787-9 entered the Virgin Atlantic fleet in 2014. The Boeing 787-9 is one of the most fuel-efficient aircraft with a reduced fuel burn of 20% compared to similar sized aircraft. It is a twin-engine aircraft powered by Rolls Royce Trent 1000 engines. It has a range of 8,000 to 8,500NM and a maximum take-off 251,743 kg. The Boeing 787-9 has an overall length of 206 feet and height of 56 feet. The aircraft is also one of the quietest in the skies with a 60% smaller noise footprint than other aircraft.

### A350-1000 basic facts

The Airbus A350-1000 aircraft joined the Virgin Atlantic fleet in 2019. Designed with love, built for the future – our A350s are packed with innovation, thoughtful features, and unmistakable Virgin Atlantic flair. The addition is an extra quiet aircraft and the noise footprint will be over 50% smaller than the 747-400. The aircraft boasts 44 seats in Upper Class, 56 seats in Premium and 235 seats in Economy. The Airbus A350-1000 has a range up to 7950 nautical miles, an overall length of 72.25 metres, height of 17.08m and typical cruising speed of MO.95.

### A330-900 neo basic facts

In 2019, Virgin Atlantic became the first UK airline to announce a firm order for up to 16 Airbus A330-900neos, reaffirming our commitment to flying the cleanest, greenest fleet in the sky. From wingtip to tailfin, we've used inspiration and innovation to make this aircraft brilliant on every level. From a brand new social space and wireless charging, even more storage and stylish design touches, through to a huge 11% less fuel burn and carbon emissions, it's a game changer. Virgin Atlantic style.

## Airbus A330-900 neo

Introducing the newest member of our fleet. Connection, comfort, and changing the game, Virgin Atlantic style.

In 2019, Virgin Atlantic became the first UK airline to announce a firm order for up to 16 Airbus A330-900neos, reaffirming our commitment to flying the cleanest, greenest fleet in the sky.

From wingtip to tailfin, we've used inspiration and innovation to make this aircraft brilliant on every level. From a brand new social space and wireless charging, even more storage and stylish design touches, through to a huge 11% less fuel burn and carbon emissions, it's a game changer. Virgin Atlantic style.

A crucial step in our fleet transformation programme, the A330neo's are designed to deliver a 50 per cent reduction in airport noise contour. We have one of the youngest fleets in the skies with an average age of just under seven years.

### Introducing the A330neo The Retreat Suite – our most spacious suite yet

A brand new addition to our Upper Class cabin, The Retreat Suite consists of two exclusive suites at the front of the cabin, with lots of extra space, huge storage, bigger screens, and the ability for customers to create their own private onboard social space.

With ottomans that double up as extra seats, up to four people can comfortably dine, chat, play games and more. Customers can have an intimate dinner or settle into a movie for some private time, the possibilities are endless. It's a unique space for our customers to travel the way they choose.



### Comfort

- Kitted out with a 6ft 7" fully flat bed, customers can recline into the increased suite space for maximum comfort throughout their journey.

### Privacy

- Customers will experience optimum privacy in The Retreat, with electronic privacy dividers and fully closing aisle privacy doors. There's also a 'do not disturb' light, so customers can get that all important beauty sleep without being interrupted.

### Entertainment

- With a 27" touchscreen monitor with Bluetooth audio; customers will have access to hours' worth of inflight entertainment at their fingertips. We're also keeping customers fully connected with brand new wireless charging and Bluetooth. Bluetooth is a feature we have added to every seat in every cabin on this beautiful aircraft.

## A330neo Upper Class – an evolution of luxe space and style

We've added more space, some enhanced storage, and even more style to our incredible Upper Class suite. The flexible space allows customers the opportunity to personalise their journeys to how they choose, whether that's to work, rest or socialise. Customers can relax on the 6.4" seat to fully flat bed or watch one of hundreds of films on the 17.3" screen. There's a place for everything – even shoes – and even a mirror. Not to mention a fully closing privacy door, wireless charging and personal in-suite mood lighting.

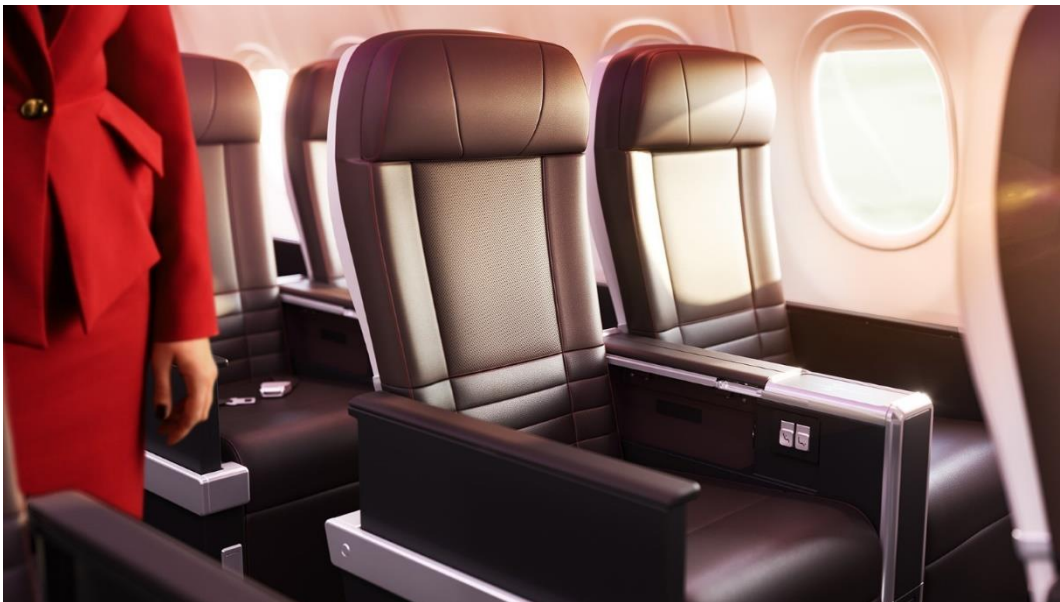


#### Features:

- 17.3" touchscreen with Bluetooth audio
- Up to 22" seat width
- 6ft4" std/ 6ft7.5" front row fully flat bed
- Fully reclinable seat, from upright to bed
- Enhanced storage, including shoe stowage and lockable in-seat stowage
- Fully closing privacy door
- AC, USB-A and USB-C ports
- Wireless charging
- Do not disturb light
- Customer-controlled mood lighting

#### A330neo Premium – bigger seats and premium treats

Our already award-winning Premium cabin has been designed to be even more... well, Premium. Small stylish touches meet big differences – like calf rests on every seat. There's intuitive touchscreen entertainment, Bluetooth audio, and lots of storage. Oh, and did we mention we have an in-seat wireless charger?



#### Features:

- In-seat wireless charging
- 13.3" touchscreen with Bluetooth audio
- 38" seat pitch
- 18.5" seat width
- AC and USB-A ports
- There are calf rests in every seat and increased storage too

#### A330neo Economy – connection and comfort for everyone

Settle into beautifully designed seats with stylish new fabric. The 13.3" seatback screen is our biggest yet, with an intuitive touchscreen and Bluetooth audio to connect headphones and customers can use their phone as a controller. There's plenty of storage, plus AC power and USB ports to keep gadgets going.





#### Features:

- Our economy cabin offers connections and comfort for everyone
- The 13.3" Bluetooth seatback screen is our biggest yet – connect your own headphones and use your phone as a controller
- AC or USB ports to keep your gadgets going
- 34" seat pitch Economy Delight (31" Economy Classic and Light)
- 17.9" seat width

## Airbus A350-1000

In 2016, Virgin Atlantic announced a \$4.4bn order for twelve Airbus A350-1000 aircraft. The first delivery of the aircraft was taken in September 2019.

As the first airline to introduce an on-board bar, Virgin Atlantic has taken its customer proposition to the next level on its A350, as customers can now enjoy a social space known as The Loft. As the largest social space in the airline's fleet, it's designed for customers to gather, chat, enjoy a drink or dine with friends. The Loft extends the airline's world renowned Clubhouse experience to the skies, offering a wide range of cocktails, and the option for customers to dine together and enjoy afternoon tea.

#### The order

- Virgin Atlantic ordered 12 A350-1000 aircraft
- 7 planes are currently in the fleet
- The order is worth \$4.4bn (list price)

#### Routes

- The aircraft operates a variety of flights from London Heathrow, to New York, Los Angeles and Barbados. Orlando will be the first route for the A350 leisure

#### Capacity and configuration

- All aircraft are fitted with three classes– Upper Class, Premium, and Economy
- There are separate configurations for business and leisure fleets

- The aircraft serving the business fleet seats up to 360 customers
- The aircraft serving the leisure fleet seats up to 410 customers

### Typical operating characteristics

- The Airbus A350-1000 has a range up to 7,950 nautical miles
- Overall length – 72.25m (237ft 0.5in)
- Wing Span 64.75m (212ft 5.2in)
- Height – 17.08m (56ft 0.3in)
- Cargo capacity of 208.2m<sup>3</sup>, (7352 cubic feet)
- Maximum take-off weight of 308,000kg
- Typical cruising speed of M0.85

### Additional customer benefits of the Airbus A350-1000

- Larger panoramic windows
- Spacious design thanks to illuminated dome ceiling design
- Cleaner air with an advanced filtration system
- Calmer cabin with quieter engines and air conditioning
- Improved cabin atmosphere with lower cabin altitude
- Improved storage with larger overhead bins

### Onboard technology

- All aircraft have wifi onboard
- Customers with laptops, tablets or mobile phones, can connect their devices to the wireless onboard internet
- Wifi costs:
  1. Messaging - £2.99/\$3.99  
This is for Messaging services such as WhatsApp and Facebook
  2. Chat and Surf - £12.99/\$16.99 - 150MB  
This is for light surfing and messaging at 150MB
  3. W-Fi Max - £29.99/\$39.99 - 500MB  
This is for maximum surfing and is 3 times more data volume
- Customers can also browse destination and aircraft information, Retail Therapy and further Virgin Atlantic services complimentary.
- Power is available to every seat on the Airbus A350-1000 therefore customers will be able to work or play throughout their journey

### Environmental performance and efficiency

- The A350-1000 is powered by the new Rolls-Royce Trent XWB engines, the world's most efficient large aero-engine flying today, generating 30% lower CO<sub>2</sub> emissions (compared to our current 747-400).
- Extra quiet due to exterior noise levels of 15 EPNdB (Effective Perceived Noise Decibel) below ICAO Chapter-4 requirements. It will reduce our noise footprint at the airports we fly by 52% compared to the 747-400.
- Advanced flight management technology including managed Noise Abatement Departure Procedures (NADPs) and Continuous Descent Approach computation; to optimise the flight path to reduce the noise over sensitive areas, where available for use.
- The A350-1000 brings together the very latest in aerodynamics and advanced design to provide a 30% step change in fuel efficiency compared to our 747-400s.



# Upper Class (Boeing, 787-9, and Airbus A330-300)



## Headline facts

- The longest bed of any airline's business class product and many first class products.
- It provides passengers with customised luxury furniture for sitting on and a mattress for sleeping on so passengers do not have to compromise on the comfort of either.
- The 1-2-1 / 1-1-1 configuration means passengers have their own personal space with no 'step over' by other passengers.
- Passengers can recline in the seat even for take-off and landing

## The Upper Class Suite

- The Upper Class suite has been designed to be separately both the most comfortable bed and the most comfortable seat in the air.
- The Upper Class Suite has won some of the most prestigious design awards in the industry including the Wallpaper award for the Most Life Enhancing Item and the D&AD Yellow Pencil (Silver) award for Product Design.

## The bed facts

- At its widest point, the all – important shoulder area, the bed is 33"
- With one touch of a button the seat converts into a bed by flipping over
- The mattress is totally flat for optimum sleeping comfort

## The cabin facts

- The seats television screen is 11 inches wide and features over 300 hours of entertainment
- The Upper Class cabin features a private bar in an area discreet from the cabin
- White cotton bedding, duvets and sleeper suits are provided
- Keep everything right where you need it. There's more handy storage than ever, with a new literature pocket and two ottoman storage solutions
- Stay productive. Keep your laptop powered throughout the flight with our in-seat power supply compatible with most international plug types
- Stay in touch. All of our A330 aircraft have the AeroMobile system installed so you can make and receive phone calls and send texts from your own mobile phone. All Boeing 787-9 aircraft have Wi-Fi on board

- With the new technology hub, you can connect your smart phone, USB stick or tablet to Vera Touch, watch, read or listen to your own content, plus charge your device
- Our new mood lighting system is programmed to create unique, calming environments for you to work, dine, socialise and sleep

### Upper Class experience

- The Upper Class menu offers a wide selection of light bites, main meals and snacks. A good night flight service is also offered to passengers on shorter flights departing after 9pm – so passengers can enjoy a gourmet meal in the Clubhouse before their flight so that once onboard they can maximise their sleep
- Complimentary drinks including pre-take off champagne and ice creams during the movies
- Onboard bar - a private bar in an area separated from the cabin, which has a welcoming atmosphere
- The Upper Class amenity kit - socks, toothbrush/toothpaste, earplugs, eye mask

### At the airport

- Dedicated check-in and priority boarding
- Arrival facilities – Virgin Revivals at Heathrow features a reception, eighteen shower rooms with a valet cleaning service, a bar and lounge area and a business area with free phone calls, access to email and Internet and faxing facilities
- Complimentary airport transfers are available with some ticket types
- The Upper Class Wing at London Heathrow enables business passengers to speed through the terminal quicker than ever before, moving from limo to lounge in under 10 minutes.
- Passengers can benefit from a dedicated security channel, for use exclusively by Virgin Atlantic customers. After passing through this unique fast-track, they will emerge in the heart of the terminal building and only a short walk from the Virgin Atlantic Clubhouse.
- Upper Class passengers and Flying Club Gold members making their own way to the airport can check-in at the Upper Class Check-In, in Zone A of the main terminal, before taking a priority lift straight to the dedicated security channel. For those Upper Class customers not wishing to linger and enjoy the delights of the Clubhouse they can check in 60 minutes prior to their scheduled departure time at the latest, and whizz through the dedicated security channel straight to the gate

### Clubhouses

- Whether customers want to toast their journeys with a cocktail or find a quiet spot to get some work done, Virgin Atlantic Clubhouses have spaces to suit everyone.
- They offer stylish, peaceful spaces designed to allow you to relax before your flight, away from the bustle of the main airport.
- Access to the Clubhouse is available to all Upper Class customers and Flying Club Gold Card members.
- Currently Virgin Atlantic has Clubhouses at London Heathrow, New York JFK, Johannesburg, Boston, San Francisco and Washington DC.

## Upper Class (A350-1000)



### Headline facts

- Introduces the largest social space of any business class cabin at Virgin Atlantic, named 'The Loft'
- The space features a 32 inch touchscreen monitor and eight Bluetooth audio jacks to enable customers to view content together. This is the first time we've offered Bluetooth in the social space
- It provides space for eight customers – twice the capacity of the existing social spaces on board (five seated and three standing)
- Each aircraft offers 44 upper class suites in a 1-2-1 configuration
- Customers can relax into a 44 inch seat pitch or recline into a fully flat bed
- Each suite features a cocktail table, shelving and a larger tray table to store personal items

# Premium

Premium Economy was first introduced in 1992 as 'Mid Class', a service aimed at the cost-conscious business traveller who for budgetary reasons travels economy but still requires extra space in which to work or relax. The product was rebranded as Premium Economy in November 1994, and Premium in March 2018.

Virgin Atlantic's Premium features include:

- Leather seats with enhanced ergonomics for increased comfort and an increased seat width
- Adjustable headrest
- A comfortable and spacious ergonomically designed seat with 38" seat pitch (equivalent to some airlines' business class)
- Dual position footrest
- Power at every seat
- Dedicated check-in desks and priority boarding
- Separate cabin in between Economy and Upper Class
- Pre-departure drink
- State-of-the-art inflight entertainment system with over 300 hours of on demand content, including movies, TV shows, music and games
- Enhanced dinner service served on china with stainless steel cutlery
- Amenity kits which include socks, toothbrush/toothpaste, earplugs, and an eye mask
- Complimentary Newspapers
- Priority baggage reclaim
- The Wander Wall is included in all of our 787-9s, a social space at the front of the cabin where customers can help themselves to treats, snacks and drinks throughout the flight



# Economy



Virgin Atlantic's Economy class aims to give maximum value for money and offers three ways to fly: Light, Classic or Delight.

## Features include:

- Contoured, space-saving seats that maximise legroom with an average seat pitch of 31", and new seats with adjustable leather headrests
- Pillows, blankets and amenity kits on all night flights, including socks, eyeshades, a Virgin Atlantic pen and a toothbrush and toothpaste
- Power at every seat
- State of the art inflight entertainment system which offers 300 hours of video on demand – movies, TV shows, audio and games
- Complimentary food and drink throughout the flight
- Complimentary newspapers and magazines at the gate before boarding

## Economy Delight offers all of the above, plus:

- Priority check-in and boarding
- Extra legroom – stretch out and relax with up to 34" seat pitch
- Dedicated overhead storage bins



# Virgin Atlantic, Delta Air Lines & Air France-KLM Joint Venture

In 2024, Virgin Atlantic and Delta Air Lines celebrate 10 years of partnership. Since the joint-venture with Delta Air Lines was put into place in 2014, it's gone from strength to strength and in January 2020, Virgin Atlantic, Delta, Air France and KLM launched their new expanded joint venture, offering greater choice of routes and loyalty options when travelling between Europe, the UK and North America.

The expanded partnership provides customers with more convenient flight schedules and a shared goal of ensuring a smooth and consistent travel experience, whichever airline people fly.

The partnership also provides the flexibility to book flights on any of the four carriers throughout their respective mobile apps, websites or via travel agents.

The expanded JV offers 107 non-stop destinations between UK/Europe and North America. It offers 166 flights per day between UK/Europe and North America.

## SkyTeam

Virgin Atlantic formally joined SkyTeam at a signing ceremony in London on 2<sup>nd</sup> March 2023. Virgin Atlantic is the global airline alliance's first and only UK member airline, enhancing the alliance's transatlantic network and services to and from Heathrow and Manchester airports.

Virgin Atlantic customers benefit from a consistent, seamless customer experience, across 1,000 global destinations in over 170 countries. Customers can conveniently book every SkyTeam member flight on a single ticket, checking in with baggage just once through to their final destination.

Flying Club members can earn Virgin Points and Tier Points across all member airlines, accelerating both their rewards and tier status. Additionally, Flying Club members can redeem hard-earned points on SkyTeam member airlines. Alongside joint venture partners Delta & Air France-KLM, these include Aerolíneas Argentinas, Aeromexico, Air Europa, China Airlines, China Eastern, Czech Airlines, Garuda Indonesia, ITA Airways, Kenya Airways, Korean Air, MEA, Saudia, TAROM, Vietnam Airlines and XiamenAir.

The airline's Flying Club members receive a host of benefits which enhance their journeys across the SkyTeam network. Virgin Atlantic Silver Card holders are recognised as SkyTeam Elite Members, whilst the airline's Gold Card members are Elite Plus. SkyTeam Elite Plus, First and Business Class customers enjoy SkyPriority services including priority check in, baggage handling and boarding. Extra baggage allowance is offered to both Elite and Elite Plus members.

SkyTeam Elite Plus members travelling on Virgin Atlantic, Delta or Aeromexico have access to Virgin Atlantic's renowned Clubhouse at London Heathrow, whilst other SkyTeam Elite Plus members can take advantage of their airline-designated lounge at Terminal 3. Elite Plus members also enjoy a network of 750 worldwide airport lounges to choose from.

Virgin Atlantic's entry into the alliance builds upon the success of its transatlantic joint venture with Delta and Air France-KLM, each already long-established SkyTeam members. Virgin Atlantic is co-located at London Heathrow's Terminal 3, alongside Delta and existing SkyTeam members Aeromexico and China Eastern, providing customers with smooth airside transits and the most convenient connection times possible.



# Sustainability

In October 2021 Virgin Atlantic issued its [sustainability manifesto](#) and set ambitious interim targets to achieve Net Zero 2050. For more than a decade the airline has been leading the way in the decarbonisation of the aviation industry with a focus on two key levers: fleet and fuel. Interim targets on the pathway to this goal include:

- By 2026: 15% gross reduction in CO<sub>2</sub>/RTK achieved through continued fleet transformation and operational efficiency
- By 2030: 15% net reduction in total CO<sub>2</sub> emissions, including 10% of fuel sourced from sustainable aviation fuel
- By 2040: 40% net reduction in total CO<sub>2</sub> emissions

## Modern, clean fuel-efficient fleet

Fleet renewal is the single biggest contribution an airline can make to reduce carbon emissions. Virgin Atlantic operates the youngest, cleanest fleet across the Atlantic, making it one of the lowest transatlantic carbon choices:

- The airline's average aircraft age of seven years and 77% next generation mix which increases to 100% next generation by 2028
- Fleet now comprises of Boeing 787-9, Airbus A350-1000 and Airbus A330-900neo aircraft, with all four-engine aircraft retired by December 2020
- Modern fleet delivers significant benefits in CO<sub>2</sub> emissions reductions compared to historic fleet footprint (see 2019 vs 2007 data below)
- These aircraft also deliver significant improvements in fuel efficiency, other GHG emissions and noise reduction

## Key CO<sub>2</sub> reduction achievements

Virgin Atlantic achieved significant progress in its CO<sub>2</sub> reduction programme, particularly through fleet renewal:

- Today >80% of Virgin Atlantic's capacity is operated on next generation aircraft. Twice the industry average.
- A Virgin Atlantic flight from LHR-JFK emits 30% less CO<sub>2</sub> than competitors.
- As the fleet transformation is complete in the next four years, Virgin Atlantic expects to emit 9% less CO<sub>2</sub> per RTK than 2022

## Sustainable Aviation Fuel (SAF)

Alongside efforts to support production and scale up, Virgin Atlantic has led the way in demonstrating the drop in potential of SAF and its role in replacing fossil and reducing emissions within today's aircraft, engines and fuel infrastructure:

- In November 2023, operated the first 100% SAF flight across the transatlantic on a wide bodied, commercial aircraft. Demonstrating that SAF is a safe replacement for fossil Jet A today, without any modifications to engine, airframe or infrastructure (more on this below)
- This followed world firsts in 2008 when Virgin Atlantic became the first commercial airline to use a 20% blend of biofuels in a single engine test flight and by operating the first commercial flight using a 5% blend of SAF on a flight from LGW-MCO in 2019
- In 2022 and 2023, took delivery of ~4,000 tonnes of SAF (2,000 tonnes 2022, 1,671 tonnes 2023) from Neste as well as launched a corporate and cargo SAF programme to offer customers the opportunity to reduce the carbon footprint of business travel and air freight.

- Committed to purchasing 10m USG (30k tonnes) p/a from ~2027 from Gevo12 and signed MOUs with LanzaTech and Air Company for a further 13m USG (40k tonnes) and 10m USG (30k tonnes) respectively

## Flight100

Flight100 was more than a year in the making. Following a DfT competition awarded to the Virgin Atlantic led consortium in November 2022, in just 12 months the project teams delivered the world's first 100% SAF flight on a commercial aircraft across the Atlantic. The flight proved that if enough SAF is made, airlines will fly it. SAF is a safe, 100% drop-in replacement for fossil fuel. Compatible with today's engines, airframes and fuel infrastructure.

Six months on from the flight, on 8 May summary findings were released [here](#). Headline results show that:

- 100% SAF use enabled the flight to save 64% of the emissions of a standard London Heathrow to New York JFK flight which is equal to 95 tonnes of CO<sub>2</sub>
- SAF has potential benefits beyond a reduction in CO<sub>2</sub>, including a 40% reduction in non-CO<sub>2</sub> emissions AKA 'particulates' and a 1% increase in energy output compared to fossil fuel
- Through operational efficiencies the airline reduced fuel use by 4%, which if applied to every Virgin Atlantic flight in a year would be enough fuel saved to fill 24 Olympic sized swimming pools

## Sustainability beyond fleet and fuel

Virgin Atlantic is taking action across every touchpoint in the journey. Working with partners, suppliers and customers to raise awareness, drive action and invest in new products and innovation:

- 2019, targeted on board waste – starting with the reduction of virgin single use plastic. By the end of 2022 SUP was reduced by by 90%, the equivalent to removing or replacing 60m inflight service items.
- 2022, launched pre-order and pre-select food in Upper class. In 2023 this extended into Premium Economy and Economy Delight cabins for all routes from the UK to the US and Caribbean. Giving customers the option to personalise their meal choice and enabling us to reduce weight and waste as a result.
- April 2024, 93% of the airline's car and light commercial vehicle fleet was electric or petrol hybrid. In June 2024 this increases to 100%, and 92% of total fleet (including heavy commercial vehicles)
- December 2023, participated in an IATA led waste segregation trial on 86 flights from London Heathrow into New York - JFK airport. Building data points to support a change to current waste regulations that restrict airlines' ability to recycle onboard catering waste. The results of the trial have been added to other airline data by IATA with work ongoing to better understand how Virgin Atlantic can accelerate change.

## Innovation partners and memberships

Virgin Atlantic has a longstanding reputation for supporting innovation and breakthrough technologies and sustainable practices for aviation:

- Founder members of **Sustainable Aviation** (2011) and **Jet Zero Council** (2020) to work with government and industry to drive sustainable future for aviation

- In 2013, initiated an industry first partnership with the **Sustainable Restaurant Association (SRA)**, which aims to ensure onboard food and drink is ethically sourced and minimises negative effects on the environment
- May 2021 partnership on **atmosFUEL** project with partners including Carbon Engineering and LanzaTech, investigating feasibility of Direct Air Capture as SAF feedstock, which was shortlisted for funding awards by the UK Government's Green Fuels Green Skies initiative
- Member of the **Cleaner Skies for Tomorrow Coalition**, which brings together aviation leaders to deliver a transition to carbon-neutral flying using sustainable aviation fuels. Signatory to global Ambition Statement to use 10% SAF by 2030
- Founding members of the **Sustainable Airlines Initiative** powered by EcoVadis, Virgin Atlantic and EJV partners are actively working to improve reporting, transparency and environmental standards across the supply chain

Read more about our sustainability ventures [here](#).

## Fleet transformation

On 23<sup>rd</sup> July 2024, Virgin Atlantic confirmed an order for seven A330-900neos, completing its \$17 billion fleet transformation. The airline proudly operates one of the youngest and cleanest fleets across the Atlantic, and by 2028, it will operate a mixed fleet of 45 next-generation aircraft, with an average age of just 6.4 years.

The seven new A330-900s will be delivered from 2027 and are being purchased directly from Airbus by Virgin Atlantic as the airline increases the number of owned aircraft in its fleet. This new order builds upon the initial A330neo order made in 2019, when Virgin Atlantic became the first UK airline to order the aircraft type. It takes the airline's total A330neo fleet to 19, cementing its strategic partnership with Airbus. Virgin Atlantic currently operates five A330-900's flying to destinations including New York, Boston and Miami, with a further three to be delivered later in 2024 and four more by the end of 2026.

As part of the fleet transformation, the airline plans to gradually retire its A330-300s commencing September 2024. These aircraft joined Virgin Atlantic's fleet in 2011 and will be replaced by the new A330-900s, which are designed to be 13% more fuel and carbon efficient. By 2028, Virgin Atlantic plans to operate a total of 45 next generation aircraft comprised of 19 A330-900s, 12 A350-1000s, and 14 787-9s and, with an average age for the fleet of just 6.4 years.

In parallel, long-term lease extensions have been agreed with AerCap for seven Boeing 787-9's. The planes will continue to fly on a variety of Virgin Atlantic routes, including the Caribbean, North America and India, as well as new routes to the Maldives and Bengaluru, India.

## Business as a Force for Good

Our Be Yourself policy enables our people to be their true selves at work and create an inclusive environment where everyone's individuality is celebrated.

Most recently, in September 2022 we updated our gender identity policy. Now, Virgin Atlantic crew, pilots, and ground team have the option to choose which of the iconic uniforms, designed by Vivienne Westwood, best represents them – no matter their gender, gender identity, or gender expression. Reflecting the diversity of the workforce and in a move that cements our position as the most inclusive airline in the skies, Virgin Atlantic's fluid approach to our red and burgundy uniforms allows our LGBTQ+ colleagues to express their true identity.

In May 2022, we relaxed our tattoo policy for all our people. Previously, any (uniformed) employee had to cover up any visible tattoo with a long sleeved shirt, plasters or make up. In March 2019 we updated our make-up policy so, both women and men now have the option of wearing make-up or not wearing make-up. Not only do the new guidelines provide more comfort, they empower our team with more choice on how they want to express themselves.

We also used the arrival of our new A350 aircraft as an opportunity to refresh our traditional Flying Lady by welcoming five new Flying Icons – a mixture of men and women representing modern Britain and the four continents that Virgin Atlantic flies to.

We have also operated the world's first Pride flight for World Pride, fully staffed by LGBTQ+ crew and pilots. We've also renewed our longstanding sponsorship Attitude awards, following a successful decade long partnership alongside our lead sponsorship of Manchester Pride.

In 2020 we entered a multiyear partnership with Open for Business, launching the Caribbean Local Influencer Programme to champion the business rationale for LGBTQ+ inclusion across the islands. Much of the Caribbean – Virgin Atlantic's heartland leisure destination – can be one of the least inclusive areas to visit, with many islands still enforcing colonial homophobic laws. These laws are counterproductive to economic recovery and it's essential that the Caribbean attracts the widest demographic of travellers possible as the world reopens. Our two-phased approach to our partnership with Open for Business consists of a research phase to understand business and socioeconomic impact of excluding the LGBTQ+ community, and a second phase to build a network of business leaders and civil society, using the research to advance LGBTQ+ rights and inclusion. This work – despite being in its infancy – has seen Virgin awarded with the [Open for Business Global Equality Champion](#) in our support of one of the largest ever LGBTQ+ data collection programmes in the Caribbean.

Our employee networks form an important part of life at Virgin Atlantic and are extremely effective at promoting and celebrating diversity and inclusion. Scarlet is our women's networking group. Open to both men and women, it holds a variety of monthly networking sessions from skills development to guest speakers. It also helps promote key topics such as menopause awareness. Our other networks -Pride@VirginAtlantic (for our LGBTQ+ people and allies), DEN (for our disabled people and allies), and VALUED (for our black and minority ethnic people, and allies) – all play a key part in championing diversity and inclusion across our business.

We're passionate about empowering the next generation in our communities to reach their potential. That's why through Passport to Change, we've pledged £2.5 million over five years to support STEM (Science, Technology, Engineering & Mathematics) initiatives with grants, sponsorships and investments. Working closely with our new charity partners, our community programme aims to inspire and empower young people from all corners of society to engage with STEM education and build career skills for the future in science, technology, engineering and maths.

Designed to empower the next generation to fulfil their potential through education, our ambition is to grow its presence across destinations, encourage social mobility and close the difference between the majority and minority groups, creating opportunities to address inequity in educational learning.

We've teamed up with **Speakers for Schools**, aiming to end educational inequality and level the playing field for all young people. Through our year-long programme young people from our three partner schools will see the entire breadth of the aviation industry.

With **UK for UNHCR**, the charity partner of the UN Refugee Agency, we're supporting young refugees in Delhi, many of whom have sought refuge from Afghanistan, with an accelerated learning

programme before expanding the partnership to support university STEM scholarships for refugees around the world.

Partnering up with STEM-based education expert, **The Smallpeice Trust**, we will focus on increasing engagement of STEM subjects, in particular engineering. We'll do this through sponsoring scholars in The Smallpeice Trust's Arkwright Scholarship programme as well as sponsoring a four-day residential programme in 2022, to explore the world of STEM.

## Virgin Atlantic Cargo

Virgin Atlantic Cargo has been an important part of Virgin Atlantic's business ever since the airline was founded. In 2023 the airline carried over 157 million kilograms of cargo and is recognised as one of the world's most customer-focused, service-oriented and dynamic airlines. In January 2023, the team moved to a new Cargo Management System which is the first step towards a digital future. This comes with a suite of API's that enables a whole new level of connectivity.

The cargo team play a vital role in keeping global supply chains running and transporting essential goods around the world, throughout fluctuating market conditions and global challenges. Alongside Joint Venture partners Delta Airlines and Air France-KLM Cargo, the four airlines together are offering cargo customers greater choice than ever before.

## Virgin Atlantic Holidays

Virgin Atlantic Holidays is the UK's favourite worldwide holiday company. Founded in 1985 on the Virgin principles of excellent customer service, value, reliability, responsibility and a sense of fun, it has used its entrepreneurial heritage and passion for innovation to benefit customers and communities around the world.

The brand is particularly known for the 'magic touches' it has brought to market. From the world's first dedicated airport leisure lounges to the Branson Centre of Entrepreneurship in the Caribbean, Virgin Holidays puts its customers and the communities it works with at the heart of its commitment to do things differently. At the 2019 British Travel Awards, Virgin Atlantic Holidays picked up four gold awards, including Best Holiday Company and Best for Destination.

## Network

Our 2024 direct network is as follows:

Route	Summer 2024	Winter 2024-25
<b>Heathrow</b>		
Antigua	1x weekly via BGI	4x weekly
Atlanta	7x weekly	7x weekly
Bahamas (until 22 Feb 25)	2x weekly	3x weekly
Bangalore	7x weekly	7x weekly
Barbados	7x weekly	14x weekly (Nov 11x weekly)
Boston	14x weekly	7x weekly
Cape Town	-	7x weekly
Dubai	-	7x weekly
Delhi	14x weekly	14x weekly
Grenada (via BGI)	2x weekly	3x weekly

Johannesburg	7x weekly	7x weekly
Lagos	7x weekly	7x weekly
Las Vegas	7x weekly	7x weekly
Los Angeles	21x weekly	14x weekly
Maldives	-	7x weekly
Miami	14x weekly	14x weekly
Montego Bay	7x weekly	7x weekly
Mumbai	7x weekly	14x weekly
New York, JFK	49x weekly	35x weekly
Orlando	14x weekly	7x weekly (Nov 10x weekly)
San Francisco	14x weekly	7x weekly
Seattle	7x weekly	7x weekly
Shanghai (until 25 <sup>th</sup> Oct 24)	7x weekly	7x weekly
St Lucia	-	3x weekly
St Vincent (via BGI)	3x weekly	3x weekly
Tampa	7x weekly	7x weekly
Tel Aviv	7x weekly (restarts 5 Sep)	7x weekly
Turks & Caicos (until 24 Feb 25)	2x weekly	2x weekly
Washington	7x weekly	7x weekly
<b>Manchester</b>		
Atlanta	7x weekly	5x weekly
Barbados	-	4x weekly
New York	7x weekly	5x weekly
Orlando	12x weekly	7x weekly
Las Vegas	3x weekly	
<b>Edinburgh</b>		
Orlando	2 x weekly	-

Summer Season: End March through end October.

Winter Season: End October through end March.

For information on our extended networks through our partners Delta, KLM and Air France, visit <https://www.virginatlantic.com/gb/en/destinations/partner-route-map.html>

## Codeshare partners

### Aeroméxico

Aeroméxico, Mexico's global airline, operates more than 600 daily flights and its main hub is in Terminal 2 at the Mexico City International Airport. Its destinations network features 89 cities on three continents; including 43 destinations in Mexico, 18 in the United States, 18 in Latin America, 4 in Europe, 3 in Canada and 3 in Asia.



In December 2018, we introduced our new codeshare partnership with Aeroméxico. Direct from London Heathrow or via our US hubs you can connect to Mexico City, Guadalajara, Monterrey, Querétaro, Silao and beyond to further Mexican destinations and Havana.

Together with Aeroméxico we can offer passengers to travel to Mexico City directly from London. From London and Manchester via our US hubs Atlanta, New York JFK, Las Vegas, Los Angeles, and Orlando Mexico City, Guadalajara, Monterrey, Querétaro, Silao can be reached. From Mexico City and Monterrey the journey can be continued to Cancun, Chihuahua, Havana, Puerto Vallarta, San Jose del Cabo, San Luis Potosi, Tampico, Tuxtla Gutierrez, Veracruz, and Villahermosa.

### **Air New Zealand**

Air New Zealand was founded in 1940 as Tasman Empire Airways Limited and is New Zealand's national airline. Air New Zealand is based in Auckland and flies to over 50 destinations across Oceania, Asia, Europe, North American and more recently, South America.

In March 2011, we launched our partnership with Air New Zealand, where we codeshare on several Air New Zealand routes including flights between San Francisco and Auckland, Shanghai and Auckland, Los Angeles and Rarotonga and Rarotonga and Auckland. We also codeshare on domestic flights within New Zealand.

### **China Eastern**

China Eastern, one of the leading airlines in Asia, is a fellow member of the SkyTeam alliance, which Virgin Atlantic joined in 2023. China Eastern and Virgin Atlantic announced their codeshare in January 2024, strengthening vital business and leisure connections to East Asia and providing greater access to more destinations throughout China.

### **IndiGo**

Founded in 2006, IndiGo is India's largest passenger airline. Their main base is in Delhi, with additional bases across the country. IndiGo services 74 domestic destinations and 25 international.

Our partnership with IndiGo was launched in August 2022. Together with IndiGo, we can offer passengers onward connections from Delhi and Mumbai to and from 16 destinations throughout India, as well as connections onto Virgin Atlantic's extensive US network operated via London Heathrow.

### **Kenya Airways**

Virgin Atlantic announced its codeshare with fellow SkyTeam member Kenya Airways in February 2024, with the agreement providing greater access to Nairobi and beyond into East Africa. The partnership means that Virgin Atlantic becomes the only UK carrier to place its code on the African airline's flagship Heathrow to Nairobi route.

### **Korean Air**

Korean Air, a founding member of SkyTeam, is a leading international airline headquartered in Seoul, with its main hub located at Incheon (ICN) Airport.

### **LATAM Airlines**

We launched our newest codeshare with LATAM Airlines on 17<sup>th</sup> January 2022, offering customers the opportunity to fly seamlessly to the South American country of Brazil.

LATAM is South America's leading airline group. Our customers are now able to travel from Heathrow direct to São Paulo as well as connecting onwards onto 12 domestic airports in Brazil including Rio de Janeiro, Salvador and Florianopolis. Customers travelling from São Paulo to London Heathrow

will also have the option to smoothly connect onto Virgin Atlantic's rest of world destinations through Terminal 3 including Tel Aviv, Delhi and Hong Kong.

### **Middle East Airlines**

Middle East Airlines, founded in 1945, is based in Lebanon's capital, Beirut. The carrier has an extensive network across the Middle East and beyond, served by its fleet of modern Airbus aircraft, including brand new A321 NEOs.

Since the launch of our codeshare in July 2021, we've offered our customers seamless connections between the US and Lebanon through our home in London Heathrow.

### **Singapore Airlines**

Our longest standing codeshare, we have partnered with Singapore Airlines since October 2001. Together with Singapore Airlines, one of the world's most respected and innovative airlines, we can connect passengers from both London Heathrow and Manchester to Singapore as well as to several Australian cities from Singapore.

Singapore Airlines commenced operations in 1947 as Malayan Airways serving a number of cities across the region. Since becoming Singapore Airlines in 1972, the airline has established itself as an innovative airline with high standards of care and service. It now flies to destinations across six continents.

### **Vietnam Airlines**

Established on 27 May 1995, Vietnam Airlines is the flagship carrier of Vietnam, playing a major role in the air transport of Vietnam and the region. Vietnam Airlines provides services on over 120 routes to worldwide destinations.

### **Westjet**

We launched our codeshare with Westjet in November 2019, who fly direct from London Gatwick to Toronto and Calgary year-round with seasonal service to Vancouver, Halifax, Edmonton and Winnipeg. You can connect to more than 40 Canadian destinations via Toronto, Calgary, Vancouver and Halifax.

In 1996, Clive Beddoe and a team of like-minded partners started WestJet with three aircraft, five destinations and 220 friendly WestJetters. Today, WestJet have three different aircraft types and fly to more than 100 destinations in North America, Central America, The Caribbean and Europe. 14,000 WestJetters are dedicated to flying more than 22 million guests a year, on over 700 flights per day, with a fleet of over 150 aircraft.

### **EL AL**

Announced on 3<sup>rd</sup> June 2024, a new codeshare partnership with EL AL will offer more connections between the UK, US and Israel. The two airlines will place codes on their respective London Heathrow and Tel Aviv services, allowing customers greater flexibility, frequencies with up to four daily flights, and choice when selecting travel between the UK and Israel.

The partnership will offer reciprocal earn and redemption opportunities, as well as premium customer recognition and tier benefits for frequent flyers, including Flying Club and EL AL's Matmid program. Virgin Atlantic customers will be able to travel on EL AL's services from Tel Aviv to Heathrow and connect onwards to the US, to reach 11 US destinations on 23 daily flights. The Virgin Atlantic code on El Al will be on sale from 10 June, while El Al code on Virgin Atlantic will commence 5 September when TLV operations resume.

## SAS Scandinavian Airlines

Virgin Atlantic joined SkyTeam in March 2023 as the alliance's first and only UK member airline and is delighted to welcome SkyTeam's newest member, SAS Scandinavian Airlines, a fellow APEX five-star airline, into the SkyTeam Global Alliance.

This collaboration will offer new destinations, enhanced connectivity, and a more seamless, elevated customer journey for all travellers in the very near future. Virgin Atlantic's Flying Club members will receive instant earning and redeeming opportunities once SAS formally joins SkyTeam on 1 September 2024\* and SAS EuroBonus members will be able to earn and redeem their points on Virgin Atlantic.

## Saudia

This new codeshare with SkyTeam member Saudia will provide connectivity between Saudi Arabia and Virgin Atlantic destinations. The first phase of the agreement, which is now live, means Virgin Atlantic customers travelling on flights from the US can purchase seamless onward connections through London Heathrow and Manchester, onto Saudia's services to Jeddah and Riyadh.

Opportunities to earn Virgin Points and Tier Points, alongside Virgin Points redemptions, have been in place since March 2023. Saudia's AlFursan members can earn and redeem their points on Virgin Atlantic flights.

For more information on our codeshare partners and joint ventures, visit <https://flywith.virginatlantic.com/gb/en/partner-airlines.html>

# Flying Club

Anyone can join Flying Club for free and earn Virgin points on every Virgin Atlantic flight. Virgin points can be spent on several rewards, including upgrades, flights and more. Becoming a Flying Club member is a great way to earn points in the air with us or our airline partners.

Flying Club has three membership tiers – Red, Silver and Gold. Each tier has different benefits such as the following:

## Red

New Flying Club members are placed in this tier. Benefits include:

- Advanced economy boarding - board first in Economy
- Earn Virgin Points when you fly
- Points Plus Money on flights
- Spend Virgin Points on Reward Flights
- Access to a whole host of partner brands
- Earn and Spend your points with Virgin Red

## Silver

Members with 400 Tier Points are allocated to Silver. Benefits include:

- 30% more Virgin Points on flights
- 1 extra piece of checked baggage
- Premium Check in
- Advanced seat assignment in Economy cabins
- Earn and Spend your points with Virgin Red

## Gold

Members with 1000 Tier Points become Gold. Benefits include:

- 60% more Virgin Points on flights
- Upper Class Check In
- Access to our Clubhouses and London Heathrow Revivals
- Extra luggage allowance, no matter which cabin you fly
- Gold Reward Seats – turn any seat into a Reward Seat for double the usual points price
- Earn and Spend your points with Virgin Red
- Earn a Companion Voucher when you renew Gold status by earning 1,000 Tier Points in a year\*
- Earn an Upgrade Voucher when you earn 2,000 Tier Points in a year\*

\* Companion Voucher and Upgrade Voucher redemptions are subject to reward seat availability and full taxes, fees and carrier-imposed surcharges apply.

The only way you can move up to Silver or Gold is by earning Tier Points which you'll get when you fly. The more you fly, the more Tier Points you'll earn. Tier Points expire after 12 months, meaning you need to earn a certain number of points a year to maintain your status.

For more information, visit <https://flywith.virginatlantic.com/ng/en/flying-club.html>

## Virgin Red

Virgin Red is a rewards club for everyone, whether you're into music, flying, holidays, or experiences – there are more than one hundred and fifty rewards to choose from, across five different reward categories:

- Everyday treats
- Travel and adventure
- Extraordinary experiences
- Points for good
- Everyday living

Virgin Red is the red thread connecting the Virgin family, where members can earn and spend Virgin Points, from the small things that make the everyday better, to awesome extraordinary experiences. Virgin Red also makes it easy to support local communities, charities and the environment.

Virgin Red celebrates its members for living a life more Virgin – giving them exclusive access to rewards from the Virgin family and beyond. It's easy for members to earn and spend Virgin Points – Virgin's universal currency which never expires. Virgin Red has made it super easy to earn points, in just two clicks, members can be earning points on their everyday spending with more than 45 retailers with more being added every day.

For more information, visit <https://www.virgin.com/virgin-red>

## Award Wins and Recognitions

We've been winning awards since 1986 and we're honoured to receive them! Listed below are the details of our recent award wins, dating back to 2020.

Year	Organisation	Award Title
2024	Skytrax World Airline Awards	Our London Heathrow Clubhouse ranked third in the Business Class Lounge of the Year category.
2024	CAA punctuality data (from 2023)	Virgin Atlantic was the 2 <sup>nd</sup> most punctual airline in 2023, with an average delay of just 13 minutes. Virgin Atlantic was the top performing airline that flies internationally.
2024	Skytrax World Airline Awards	17 <sup>th</sup> in world's best airline category. 5 <sup>th</sup> in best premium economy airline category. 7 <sup>th</sup> in most family friendly airline category.
2024	Purpose EMEA Awards (shortlist)	Virgin Atlantic X Guide Dogs has been shortlisted for the 'Collaboration – Best equality and inclusion campaign'.
2024	BTN Business Travel Awards (shortlist)	Travel Partner of the Year – Long haul Airline Achievement in Diversity, Equity and Inclusion
2024	Newsweek Readers' Choice Awards	Best Airport Lounge – Virgin Atlantic Clubhouse LHR
2024	The Business Travel People Awards (shortlist)	Lindy Dowling shortlisted for Account Manager of the Year. Jon Hilton shortlisted for the DE&I Champion Award. The Global Sales Team, Agency & Corporate are shortlisted for Account Management Team of the Year and the Flight100 shortlisted for Sustainability Champion.
2024	Genesys Customer Innovation Awards	Customer Experience Innovator winner for the enterprise category
2024	Institute of Customer Service	Best Use of Customer Insight
2023	The Business Traveller Awards	Best Premium Economy Class
2023	The Times and Sunday Times Travel Awards	Editor's Choice Award from Claire Irvin
2023	APEX Official Airline Ratings	Virgin Atlantic received a 5* Global Airline Rating in the 2021 APEX Official Airline Ratings for the 7th year running, making us the only British airline to have achieved this milestone.
2023	Skytrax World Airline Awards	'Best Business Class in Europe', the 'Best Premium Economy in Europe', and the 'Most Family Friendly Airline in Europe', a new category for 2023.
2023	IATA Diversity & Inclusion Awards	Diversity & Inclusion Team
2023	APEX Passenger Choice Awards	Best Airline in Europe (3 <sup>rd</sup> year in a row)
2023	PRovoke's Sabre EMEA Awards	Gender Identify Campaign won Superior Achievement in Brand Building and Superior

		Achievement in Measurement and Evaluation
2023	Burberry British Diversity Awards	Passport to Change programme one Social Mobility Initiative of the Year
2023	Burberry British Diversity Awards	Virgin Atlantic's Gender Identity Policy Campaign won Marketing Campaign of the Year.
2023	Travel Weekly UK Globe Travel Awards	Best Long-Haul Airline.
2022	Skytrax World Airline Awards	The LHR Clubhouse picked up World's Best Business Class Lounge and our Premium cabin picked up World's Best Premium Economy Class.
2022	<a href="#">Newsweek</a>	Virgin Atlantic was ranked number one on Newsweek's list of UK's top 100 most loved workplaces in 2022.
2022	APEX Official Airline Ratings	Virgin Atlantic received a 5* Global Airline Rating in the 2021 APEX Official Airline Ratings for the 6th year running, making us the only British airline to have achieved this milestone.
2022	APEX/IFSA	We also picked up the APEX/IFSA Award for Best Product or Service for 'The Booth', our social space flying on the Airbus A350 leisure configuration.
2022	APEX Passenger Choice Award	APEX Passenger Choice Award for Best Overall Airline in Europe.
2022	<a href="#">Disability Confident</a>	In 2022 we were awarded the next level of the Disability Confident accreditation.
2022	Recruitment Industry Disability Initiative awards	Best Inclusive Recruitment Campaign and the Greatest Impact Award.
2022	<a href="#">Gay Travel Awards</a>	Winner in the Airline Category.
2021	Skytrax World Airline Awards	<ul style="list-style-type: none"> <li>• COVID-19 Airline Excellence Award</li> <li>• World's Best Premium Economy Class Airline</li> </ul>
2021	AirlineRatings.com	Top 20 Airlines in the World (Virgin Atlantic named #7).
2021	ITG Travel Industry Award	Airline of The Year Award.
2021	APEX Official Airline Ratings	Virgin Atlantic received a 5* Global Airline Rating in the 2021 APEX Official Airline Ratings for the 5th year running, making us the only British airline to have achieved this milestone.
2020	God Save the Points	Winner of the best UK airline for on time flights.
2020	Airline Ratings	Number 12 in the top 20 safest airlines.
2020	KAYAK Travel Awards	<ol style="list-style-type: none"> <li>1. Best airline</li> <li>2. Best airline boarding</li> <li>3. Best airline comfort</li> <li>4. Best airline crew</li> <li>5. Best airline entertainment</li> <li>6. Best airline food</li> </ol>



		<p>7. Best baggage service 8. Number 1 in the United Kingdom for all KAYAK awards listed above</p>
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