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Virgin Atlantic appoints Hon Lam as Commercial Manager Hong Kong and Southern China

Virgin Atlantic is delighted to announce the appointment of Hon Lam as Commercial Manager Hong Kong and Southern China. Based in Hong Kong, Hon will lead the sales team to oversee business in Hong Kong, Southern China, as well as offline markets in Australia, New Zealand and Singapore.

Hon brings with him 13 years of aviation experience. Before joining Virgin Atlantic, he spent a decade with British Airways as Regional Business Development Manager for Hong Kong and China, focusing on new corporates, SMEs, leisure channels and later on as Implementation Manager working on broader regional projects.

"In joining the Virgin Atlantic family," Hon said, "I have become part of an airline committed to be the airline most loved by travellers the world over, one that's always ready to engage with its customers."

"Virgin Atlantic is an innovative airline determined to provide a better flying experience by focusing on what makes us different. We have become the first European airline to be fully WiFi connected. Passengers on all services across the fleet may now work, play and stay in touch with what's happening back on ground."

Virgin Atlantic also operates the Boeing 787 Dreamliner between Hong Kong and London daily to deliver the best on board experience. Passengers throughout the aircraft will benefit from the latest inflight entertainment, dynamic mood lighting and even electronically dimmable windows, which help reduce the effects of jet lag.



About Virgin Atlantic

Virgin Atlantic was founded by entrepreneur Sir Richard Branson over 30 years ago after he decided the UK aviation industry needed shaking up and an injection of style. On 22nd June 1984, Virgin Atlantic's inaugural flight to Newark took place, on an aircraft filled with personal friends, celebrities and the media.

The airline has pioneered a range of innovations setting new standards of service. For example, Virgin Atlantic was the first airline to introduce the Premium Economy product, include a bar in every aircraft for Upper Class customers, offer seatback TVs on every seat in every cabin, develop a fully flatbed seat and fly a commercial aircraft on biofuels. Despite Virgin Atlantic's growth, the service still remains customer driven with an emphasis on value for money, quality, fun and innovation.

Today, Virgin Atlantic flies to over 30 destinations worldwide, including locations across the United States, the Caribbean, Africa, the Middle East and Asia. Virgin Atlantic currently has a fleet of 39 aircraft, which is comprised of Boeing 747s, Boeing 787s, Airbus A340-600s and A330-300s.

We are flying 787 Dreamliners on the daily Hong Kong – London route. Its innovative features will set a new high for your flying experience.

For additional information, visit <http://www.virginatlantic.com/hk/en>