

Virgin Atlantic Sales Bulletin

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THREE NEW WAYS TO FLY

We need to let you know about our plans to launch three new Economy services as part of a multi-million pound investment in our Economy cabin.

The three new ways to fly will allow customers to choose the product that suits their budget and travel style without compromising on inclusive food and drink, unrivalled service, and inflight entertainment.

Economy Delight offers the leading economy product of any UK airline - customers will enjoy a seat with 34 inch legroom, priority check in and boarding as well as advanced seat assignment.

Economy Classic will now offer free seat assignment – providing extra reassurance for families and groups that they can sit together.

Economy Light ticket will always offer Virgin Atlantic's lowest fare - making long haul travel affordable and accessible for millennials, and customers jetting off on city breaks.

We will be sending out an Agency Reference Guide next week with everything you need to know about booking these new services for your customers.

1. What your customers will get

	economy light *	economy classic	economy delight
 Free seat selection	✓ At check in	✓ At any time	✓ At any time
 Premium Check In			✓
 Hand luggage only	✓		
 1x23kg checked bag		✓	✓
 Priority boarding			✓
 Seat with 31in seat pitch	✓	✓	
 Extra legroom seat with 34in seat pitch			✓
 Meals, drinks and snacks	✓	✓	✓
 Lowest miles & 25 tier points**	✓		
 Standard miles & 25-50 tier points**		✓	
 Maximum miles & 50 tier points**		✓	✓
 No refunds or changes	✓		
 Upgrade with miles		✓	✓

*seats can also be selected for £30

**only available for Flying Club member

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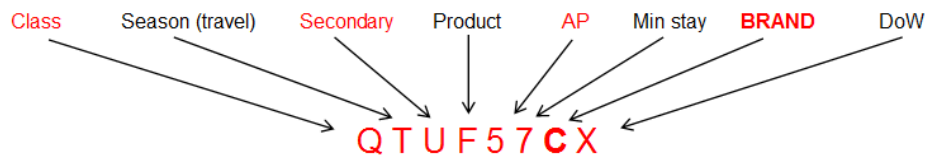
2. Booking information

Fare basis structure where the 7th character denotes the brand

- Economy Delight - C
- Economy Classic - M
- Economy Light - B

Please note the fare display will not show the fare basis starting with prime codes V or T
Delight example:

- Booking class is V, the flight segments in the reservation and on the ticket will show as V
- The prime code in the fare basis is Q, pricing will be related to this RBD
- 7th character brand identifier C = Delight



- Fare type code

Brand	Fare type	FBC product ID	Definition
Economy Light <i>Basic Economy</i>	EOU	B	Economy OW Unbundled
	ERU		Economy RT Unbundled
Economy Classic <i>Main Cabin</i>	SIP	M	
Economy Delight <i>Comfort+</i>	EON	C	Economy Sell-Up OW Non-Ref
	ERN		Economy Sell-Up RT Non-Ref
	EOR		Economy Sell-Up OW Ref
	ERR		Economy Sell-Up RT Ref

- In your GDS

- GDS users should use brand names, brand codes and attributes to display the products. Further information can be obtained from your GDS provider
- Please ensure that V and T class are not suppressed by any Search Control Console (SCC) rules in the GDS
- When pricing Light if there is no availability within the prime fare basis code (N, O), you will need to price an alternative service – Classic or Delight

Note: please check 'Full description' for complete details of service attributes

If you have any questions, please contact our Account Managers.