

Virgin Atlantic Sales Bulletin

For internal agent use only, please do not distribute this externally.

Update - Churn Policy

Further to our Sales Bulletin Ref. SB0321 - Reminder of our Churn Policy. We have updated our clarification on the definition of churning.

ADMs will be charged as equivalent of GBP1 per customer and segment, plus an administration fee of GBP30/EUR30/USD50.

- Any repeated booking or cancelling of the same itinerary in the same class of service, across one or more passenger name records or GDS's including, without limitation, to circumvent or extend ticketing time limits, hold inventory or to meet GDS productivity requirements.
- This can include, but is not limited to:
 - All activity generated the same date as the initial booking
 - Repetitive booking and cancelling of Virgin Atlantic inventory with little to no change to the itinerary.
- Churn will be counted from the 3rd "book" (5th transaction). Example being Book, Cancel, Book, Cancel, Book.
- Agency system restrictions are the agencies responsibility to ensure they do not generate GDS churn and will still count towards any churn calculations.

EXAMPLE OF CHURN									
EXCEPTION	PNR	FLT_NO	ORIG	DEST	PASS NO	STATUS CD	PREV STATUS	TRANS-TYPE	TRANS DATE
CH	WG7IMB	19	LHR	SFO	2	HK	NN	B	15/03/2018
CH	WG7IMB	19	LHR	SFO	-2	HK	NN	C	15/03/2018
CH	KW3WNT	19	LHR	SFO	2	HK	NN	B	16/03/2018
CH	KW3WNT	19	LHR	SFO	-2	HK	NN	C	16/03/2018
CH	L4AGOO	19	LHR	SFO	2	HK	NN	B	16/03/2018
CH	L4AGOO	19	LHR	SFO	-2	HK	NN	C	21/03/2018

If you have any queries relating to this communication, please contact our Sales Support – HKG.SalesSupport@fly.virgin.com or +852 2532 3080