



RINGING IN THE NEW YEAR WITH AN EXCITING FLYING CLUB OFFER

- Enhanced Flying Club status matches for British Airways Executive Club members with Virgin Atlantic bookings.
- Valid for all future tickets, booked on or before 28th February 2021.
- Deal features industry leading opportunity for BA Executive Club Bronze members to upgrade to Virgin Atlantic Silver status.

We are ringing in 2021 by rewarding frequent flyer benefits to those who book, or have already booked a flight.

For each member booking, Virgin Atlantic will provide a Flying Club status match for Bronze- Gold British Airways Executive Club members, opening up a world of upgrades, lounge access and rewarding flights, plus a wealth of perks and offers with numerous partners in the air and on the ground.

The enhanced offer, which builds on our current status match programme, includes;

- British Airways Executive Club Bronze members can earn Flying Club Silver status with any Premium or Upper Class booking.
- British Airways Executive Club Silver members can become Flying Club Silver status with a ticket booked in any cabin.
- British Airways Executive Club Gold members will receive Flying Club Gold status with a ticket booked in any cabin - a step up from our current status match programme, which requires Gold Card members to book flights in either Premium or Upper Class.

The offer is available until 28th February 2021. In order to receive the benefit your customers simply need to visit <https://virg.in/statusmatch> and provide proof of their current British Airways status and a booking reference for their upcoming Virgin Atlantic flight. The initiative is available for any new bookings, along with any bookings made before the sale period started.

Our industry leading Flying Club offers a range of far reaching benefits, across its three tiers. Both Silver and Gold status offer a collection of luxurious touches, including Premium or Upper Class check in, priority boarding and anytime seat assignment. Gold Card members also enjoy access to Virgin Atlantic and Delta's range of global lounges, every time they fly, no matter which cabin they travel in.

We look forward to welcoming your customers onboard soon.