



Press Information Kit February 2014

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Company Background and History

Since it was founded 29 years ago, Virgin Atlantic Airways has become one of the world's leading airlines serving the world's major cities. Virgin Atlantic is the quintessential Virgin story. It has every ingredient: the small newcomer taking on the giant and complacent establishment, the people's champion introducing better service and lower costs for passengers with a reputation for quality and innovative product development.

Virgin Atlantic was developed as an offshoot of Richard Branson's Virgin Group, which was better known at the time in the world of pop and rock music. In early 1984, Branson was contacted by an Anglo-US lawyer called Randolph Fields with a proposal for involvement in a new airline. Recognising that, like the music business, aviation was a consumer led industry, and tired of the conveyor belt attitude to passengers, Branson decided it was time for Virgin to diversify. His fellow directors thought he was mad – particularly when he announced the new airline would begin operating in just over three months.

Never one to take 'no' for an answer, Branson's infectious enthusiasm ensured that staff were hired, an aircraft was found, licences were obtained and the uniforms were designed. It was not easy, especially with incidents such as an engine failure on the eve of the airline's maiden flight. On 22 June 1984 Virgin's inaugural flight to Newark took place, a flight filled with friends, celebrities and the media. The airline's aim was simple: "To provide the highest quality innovative service at excellent value for money for all classes of air travellers". Hugely popular, Virgin Atlantic has won top business, consumer and trade awards from around the world. The airline has pioneered a range of innovations setting new standards of service. Despite Virgin Atlantic's growth the service still remains customer driven with an emphasis on value for money, quality, fun and innovation.

From those early days the airline has gone from strength to strength. Now based at Gatwick, Heathrow and Manchester airports, it operates long-haul services from Heathrow to New York (Newark and JFK), Los Angeles, San Francisco, Washington, Boston, Miami, Tokyo, Hong Kong, Johannesburg, Cape Town, Shanghai, Delhi, Lagos, Dubai, Vancouver, Mumbai and Chicago. Virgin also operates services from Gatwick to Orlando, Barbados, St Lucia, Antigua, Las Vegas,

Grenada, Tobago, Cancun, Cuba, and Montego Bay in Jamaica. It also operates a service from Manchester to Orlando, Las Vegas and Barbados.

Virgin Atlantic's domestic operation Little Red also operates flights to/from London Heathrow from Edinburgh, Aberdeen and Manchester Airports (see more info below).

On 20 December 1999 Richard Branson signed an agreement to sell a 49% stake of Virgin Atlantic to Singapore Airlines to form a unique global partnership. The cost of the transaction to Singapore Airlines was £600.25 million, which included a capital injection of £49 million and valued Virgin Atlantic at a minimum of £1.225billion. The deal was finalised in early 2000.

In summer 2003 came the launch of Virgin Atlantic's revolutionary Upper Class Suite, the longest and most comfortable flat bed and seat in the airline industry.

Virgin Atlantic announced in 2007 that it had ordered 16 of the 787-9 Dreamliners – with options on ordering another eight 787-9s and purchase rights on a further 20 aircraft. The 787-9 Dreamliner burns around 27% less fuel per passenger than the A340-300, one of the aircraft it will eventually replace in the Virgin Atlantic fleet.

On the 22nd June 2009, Virgin Atlantic celebrated its 25th birthday by recreating the very first flight to New York. Sir Richard Branson, President of Virgin Atlantic, was joined onboard by frequent travellers, travel trade VIPs and a host of special guests including leading fashion designer Vivienne Westwood, international cricketer Kevin Pietersen and his wife, former Liberty X singer Jessica, as well as Ian Botham and Christopher Biggins, who was a passenger on the very first Virgin Atlantic flight 29 years ago.

Virgin Atlantic also announced on the 22nd June that it has ordered ten of the Airbus A330-300 aircraft, two of which entered service in April 2011 and the third in April 2012. The new, twin engine aircraft, features our new state-of-the art entertainment system 'Jam', mood-lighting in the cabin and the redesigned Upper Class cabin.

On 11th October was the development of a world-first low carbon aviation fuel with just half the carbon footprint of the standard fossil fuel alternative. The ground breaking partnership with LanzaTech represents a breakthrough in aviation fuel technology that will see waste gases from industrial steel production being captured, fermented and chemically converted using Swedish

Biofuels technology for use as a jet fuel. The revolutionary fuel production process recycles waste gases that would otherwise be burnt into the atmosphere as carbon dioxide.

2012 was a huge year of product development and innovation for Virgin Atlantic. Not only did they launch an evolution of its upper class seat, it also opened two new Clubhouses, one in New York JFK and one in New York Newark. Along with this it announced it was reintroducing flights to Mumbai as well as a forth daily service to JFK. The inaugural flights for Cancun and Vancouver also took place.

2012 also marked the announcement of Virgin Atlantic's short haul flying programme, known as Virgin Atlantic Little Red, with services to Manchester, Aberdeen and Edinburgh launching from April 2013. The airline added 26 domestic flights a day to its existing long haul network with an investment programme creating more than 150 new jobs in the UK.

In December 2012 the airline announced the launch of its joint partnership with Delta air lines that creates an expanded trans-Atlantic network and enhance competition between the U.K. and North America, offering greater benefits for customers travelling on those routes.

As part of this joint venture agreement, Delta invested \$360 million in Virgin Atlantic, acquiring the 49 per cent stake previously held by Singapore Airlines. Virgin Group and Sir Richard Branson retain the majority 51 per cent stake and Virgin Atlantic Airways retains its brand and operating certificate. This partnership received clearance from the relevant competition authorities in the US and EU in September 2013.

The start of 2013 saw the airline welcome its new CEO, Craig Kreeger. Craig joined from American Airlines (AA), where he held a 27-year career spanning commercial, financial and strategic roles in the US and around the globe. Kreeger, 53, succeeded Steve Ridgway who retired from the airline.

A Brief History of Virgin Atlantic

Year	Month	Details
1984	February March May June	Concept of a high quality, value for money airline is first developed. Licence granted for London (Gatwick) to New York (Newark). Lease purchase for the first aircraft, a Boeing 747, successfully negotiated. Virgin takes off from Gatwick starting a regular connection to New York (Newark).
1985	October November	Virgin Cargo and Virgin Holidays are established. Licence granted for London (Gatwick) to Miami.
1986	January April	First class sleeper seats installed in Upper Class. The Miami service from Gatwick takes off.

	June	Virgin takes delivery of a second B747 and the Miami flights are increased to four a week.
1987	July September	UK licence granted for the Boston route. Virgin's one-millionth transatlantic passenger takes to the air.
1988	March May September	Licence granted for the Los Angeles and New York (JFK) routes. Virgin commences charter services to Orlando, Florida. Lease agreements entered into for the third and fourth 747.
1989	May August September October	Virgin commences its three flights a week service to Tokyo. Introduction of video walkmans makes Virgin first airline to offer individual TVs to business class passengers. Virgin establishes aircraft maintenance facilities for its own aircraft and to provide a service to other airlines. Virgin doubles its capacity to New York with seven flights a week to JFK. Cargo opens terminal at JFK airport. Fourth frequency to Tokyo commences. Negotiations concluded in respect of Virgin's fifth and sixth B747.
1990	May	Virgin commences its service to Los Angeles. To coincide Virgin opens Upper Class lounge at Gatwick and Inflight Beauty Therapy for Upper Class passengers. Virgin becomes first airline to introduce automatic defibrillators and trained staff to aid inflight cardiac arrest victims.
1991	January April May June July October November	Civil Aviation Authority opens the door to Heathrow for Virgin's award winning operations. Launch of new uniform. Service to Tokyo increases to six flights a week. Daily service from London Gatwick to Boston starts. Virgin obtains seventh and eighth 747s. Virgin becomes first airline to offer individual TVs to all classes of passenger on wide-bodied aircraft. Virgin commences services from Heathrow to Los Angeles, New York (JFK) and Tokyo. Cargo opens its own terminal in Miami. Cargo opens its own terminal in Los Angeles.
1992	March April May	Sale of Virgin Music to Thorn EMI for \$880m. Richard Branson pledges to invest proceeds in Virgin Atlantic. Virgin is first airline to provide child safety seats. Launch of Virgin Mid Class, first airline to offer super economy service for full fare economy passengers. Daily scheduled service from London to Orlando commences.
1993	March June July December	Virgin Atlantic launches service between Gatwick and Athens. Virgin Atlantic is the first airline to introduce a Snooze Zone in Upper Class cabin Virgin Atlantic introduces Virgin TaxiJet – the bike service to be offered to passengers in addition to the limo service. HRH Princess of Wales names Virgin Atlantic's first new airbus A340 300.
1994	January February May June October November	New service launched from London City Airport to Dublin in partnership with CityJet. Daily service to Hong Kong commences. First Boeing 747-400 joins the Virgin fleet. San Francisco service launched Virgin Atlantic celebrates 10 th anniversary and introduces new global corporate identity. Fourth Airbus A340 and second 747-400 join the fleet. Mid Class rebranded Premium Economy.
1995	January April May June	Announcement of marketing alliance with Malaysian Airlines. Launch of marketing alliance with Delta Airlines. No smoking flights introduced on Virgin Atlantic's transatlantic and Hong Kong routes. O2FLY, oxygen concentrator enabling chronic chest and lung patients to fly long distance introduced onboard. Virgin Atlantic commences service to Athens. Launch of ten year partnership with Malaysian Airlines. Virgin CityJet services commence between Dublin and Brussels.

	July November	Codeshare with British Midland commences. Formation of the Asia Pacific – partnership with Ansett Australia Airlines and Malaysia Airlines. New JFK Clubhouse opens.
1996	January February May June July October December	Virgin LimoBikes now operate the existing chauffeured motorcycle service. Newark Clubhouse opens. Refurbished Heathrow Clubhouse. Manchester – Orlando service launched and naming ceremony of new Airbus A340-300 “Virginia Plain”. Virgin Group acquires 90 per cent of the equity of Euro/Belgian Airlines, renamed Virgin Express and based in Brussels. Naming ceremony of a new Boeing 747-400 “Tinker Belle” Daily service launched from Heathrow to Washington. CityJet franchise terminated by mutual agreement. New service launched between Heathrow and Johannesburg. Drive Thru Check In service for Upper Class passengers. New Clubhouse opened in Johannesburg.
1997	January March April May June July August	Virgin Atlantic announces enhancements to its frequent flyer scheme. Express hand baggage check in available to all passengers. Virgin Atlantic launched new economy meal service Continental Airlines and Virgin announce codeshare agreement replacing Virgin Atlantic's alliance with Delta Airlines. Take delivery of 4 th new 747-400 aircraft. Take delivery of 6 th new A340 aircraft. Take delivery of 7 th A340 aircraft. New daily service from Gatwick to Newark. Miami service moves from Gatwick to Heathrow. New daily service to Johannesburg. The airline moves into new headquarters. Delivery of 5 th new 747-400 aircraft. New second daily service from Heathrow to Los Angeles. Take delivery of 8 th new A340 aircraft. Virgin announces it will become the world-wide launch customer for the new A340-600.
1998	January February March April May June July September October November December	Launch of K-iD, a new range of products aimed to keep children amused during flights. Continental Airlines and Virgin Atlantic launch codeshare agreement. Opening of Washington Clubhouse and Drive-Thru check-in at Newark. Virgin takes delivery of 9 th A340-300. Flying without Fear courses commence. Steve Ridgway is appointed as the Managing Director of Virgin Atlantic. Phase II of Johannesburg Clubhouse Delivery of the 10 th new A340 aircraft – named Diana. Drive Thru Check In service for Upper Class passengers introduced at London Gatwick. New Virgin Atlantic Clubhouse opens at Chep Lap Kok Airport, Hong Kong Medlink satellite telemedicine services introduced on all Virgin Atlantic flights. Second daily service to Orlando commences from London Gatwick. Virgin Atlantic Clubhouse opens at Gatwick Airport. Launch of services to St Lucia and Barbados on 27 September Delivery of first 747-200 from Cathay Pacific. Launch of services to Antigua on 21 October Catwalk launch of Virgin Atlantic uniform designed by John Rocha. Delivery of second 747-200 from Cathay Pacific. New Drive Thru service opens at San Francisco International Airport.
1999	February	Virgin Atlantic moves its New York JFK Operations to the new state-of-the-art Terminal 1

	<p>March May</p> <p>offering more Check In desks and space. New cabin crew uniforms introduced across the company. Tokyo Clubhouse opens. Virgin Sun launched, offering flights and holidays to 13 Mediterranean destinations from Gatwick and Manchester.</p> <p>June</p> <p>Virgin Atlantic unveils new aircraft livery, a fresh corporate identity and £37m package of product and service improvements including a stylish new cabin and flying beds – both single and, for the first time ever, double beds in business class. Launch of the “daylight” service between Heathrow and JFK, the airline’s fifth London – New York frequency.</p> <p>July</p> <p>Virgin Atlantic celebrates 15 years in the air. The Shanghai inaugural takes place on 12 July</p> <p>October</p> <p>Virgin signs fleet deal with Volvo to provide the airline’s famous limousine service Virgin makes limousine service nationwide CAA declares Virgin Atlantic ready for the millennium</p> <p>November</p> <p>Virgin Atlantic relaunch its frequent flyer programme renamed <i>flying club</i> 1 November – Virgin launches services to Chicago 17 November – Virgin Atlantic relaunch the new Upper Class cabin Johannesburg Drive-Thru check-in opened</p> <p>December</p> <p>Virgin Atlantic is granted extra frequencies to Shanghai from mid-2000 Virgin Atlantic’s first flight to Cape Town takes place on 2 December Virgin Atlantic signs codeshare agreement with Air India to operate services between London and Delhi from the summer of 2000 Extra frequencies to Shanghai and Cape Town awarded to Virgin Atlantic by the CAA On 20 December Richard Branson signs agreement to sell a 49% stake of Virgin Atlantic to Singapore Airlines for £600.25 million</p>
2000	<p>February</p> <p>Opening of Revivals – Virgin Atlantic’s first arrivals lounge at Heathrow airport on 8 February</p> <p>May</p> <p>Economy and Premium Economy products and cabin receive a revamp. Virgin Atlantic moves its Shanghai operations to Pudong airport New clubhouse at JFK Airport opens Virgin Atlantic’s Inflight Beauty Therapy service celebrates its tenth anniversary Virgin Atlantic signs a deal to be the first airline to introduce the latest telemedicine equipment onboard</p> <p>June</p> <p>Virgin Atlantic launches the first direct scheduled service to Las Vegas on 8th June Flying club celebrates its tenth anniversary</p> <p>July</p> <p>Virgin Atlantic launches services to Delhi on 5 July Virgin Atlantic launches ‘Earth Calling’ service onboard allowing passengers to be contacted via their mobile number to the in-seat phone.</p> <p>October</p> <p>Revolutionary Upper Class sleeper seat introduced onboard Improvements in benefits offered to <i>flying club</i> members New baggage reclaim facility at Heathrow San Francisco Clubhouse opens in new International Terminal</p> <p>December</p> <p>Virgin Atlantic wins OAG Airline of the Year</p>
2001	<p>February May August</p> <p>Virgin Atlantic confirms order for A380 aircraft New version of onboard Health video launched Virgin Atlantic launches new daily service to Toronto on 12 June Virgin Atlantic launches a new service from Heathrow to Lagos on 16 July</p> <p>September</p> <p>Virgin Atlantic cuts capacity by 20% as a result of the terrorist attacks in the US Suspension of services to Chicago, Toronto and Athens Cockpit doors strengthened across fleet and other security measures introduced</p> <p>October November</p> <p>New safety video onboard Virgin Atlantic offers tickets for £98 with Daily Express</p>
2002	<p>February</p> <p>Frequency increases following September 11 A340-600 order confirmed</p> <p>July August</p> <p>Launch of the A340-600 for which Virgin Atlantic is the launch customer First commercial flight of the A340-600 to New York</p>

	October	Announcement of launch of services to Grenada and Tobago Virgin Atlantic launches SMS text messaging onboard Virgin Atlantic announced plans to launch a twice-weekly Port Harcourt service in January
2003	February	Virgin Atlantic launches twice weekly services between Gatwick and Port Harcourt, Nigeria Virgin Atlantic launches new Upper Class Magazine - Carlos
	May	Virgin Atlantic operates the first aid flight to Basra to help with relief aid Virgin Atlantic launches weekly service between Gatwick and Tobago and Grenada Virgin Atlantic introduces Passports for Pets Scheme
	June	Virgin Atlantic submits response to Government White Paper on future runway development Richard Branson launches a campaign to keep Concorde flying
	July	Virgin Atlantic launches Upper Class Suite – the longest bed flying today Virgin Atlantic announces plans to operate to Australia
2004	January	Virgin Atlantic unveils the Virgin Atlantic GlobalFlyer – The Ground Breaking aircraft in which Steve Fossett will attempt the first solo circumnavigation of the world.
	February	Virgin Atlantic opens a new Clubhouse at JFK Airport
	March	Virgin Atlantic announce expansion plans for the airline, including the order of two more A340-600 aircraft and the recruitment of 1400 staff this year.
	June	Richard Branson takes on the Channel Challenge and sets a new record for the fastest crossing of the English Channel in an amphibious vehicle. Virgin Atlantic announces it has reached an agreement to take delivery of 13 new A340-600 aircraft with options for a further 13. In total the deal is worth in excess of \$5.5bn.
	August	Double Suites are launched onboard aircraft.
	October	Virgin Atlantic starts to fit Upper Class Suite onto its Gatwick fleet Virgin Atlantic launches daily services between Hong Kong and Sydney
	December	Virgin Atlantic opens new Hong Kong Clubhouse.
2005	February	Steve Fossett completes his solo circumnavigation of the world in the Virgin Atlantic GlobalFlyer.
	March	Virgin Atlantic commences services between London Heathrow and Mumbai.
	June	Virgin Atlantic celebrates its 21 st birthday by operating a commemorative flight between London and New York with Richard Branson, celebrities and media.
	July	Virgin Atlantic launches a weekly service between Gatwick and Nassau. Virgin Atlantic launches a twice weekly service between Gatwick and Havana.
	November	Virgin Atlantic launches a weekly service between Manchester and Barbados
2006	February	Steve Fossett completes the longest flight in the Virgin Atlantic GlobalFlyer
	March	Virgin Atlantic commences services between London Heathrow and Dubai
	July	Virgin Atlantic commences services between Gatwick and Montego Bay, Jamaica
	September	Virgin Atlantic launches its new Premium Economy seats
	November	Virgin Atlantic launches direct services between Manchester and St Lucia
2007	April	Virgin Atlantic re-launches direct daily services between Heathrow and Chicago
	June	Virgin Atlantic launches services between London Heathrow and Nairobi
	October	Virgin Atlantic launches services between London Heathrow and Mauritius
	October	Virgin Atlantic launches services between Gatwick and Kingston, Jamaica
	October	Virgin Atlantic launches its new Upper Class Wing facility at Heathrow
	December	Virgin Atlantic launches new terminal at T3 with the Spice Girls
2008	February	Virgin Atlantic operates World's First Biofuel Flight from Heathrow to Amsterdam
	May	Virgin Atlantic announces increase to beauty therapy service on the ground and ceases beauty treatments inflight
	June	Virgin Atlantic celebrates its 24 th birthday
	September	Virgin Atlantic celebrates 10 years of flying to the Caribbean
	October	Virgin Atlantic launches a second daily Hong Kong service
2009	January	Virgin Atlantic and bmi expand codeshare
	February	Virgin Atlantic celebrates fifteen years of flying to Hong Kong Virgin Atlantic and South African Airways extend codeshare agreement.
	May	Virgin Atlantic Celebrates twenty years of flying to Tokyo
	June	Virgin Atlantic celebrates it's 25 th birthday by recreating the very first flight to New York Virgin Atlantic announces the order of 10 Airbus A330-300 aircraft to be delivered from

2010	July August November	2011. Virgin Atlantic celebrates ten years of flying to Shanghai Virgin Atlantic and ANA announce codeshare agreement Virgin Atlantic starts flights to Puerto Rico on the 7 th November Virgin Atlantic opens new clubhouse at London Gatwick on 23 rd November.
	January	Virgin Atlantic announces that it will work with Free the Children and Travel Foundation for the next three years
	March	Virgin Atlantic announces the start of services to Accra, Ghana Virgin Atlantic announces that it is the official carrier of the England Squad for the World Cup
	June July	Virgin Atlantic announces the opening of a new customer service centre in Swansea. Virgin Atlantic celebrates 10 years of flying to Las Vegas. Virgin Atlantic celebrates 10 years of flying to Delhi.
	October	Virgin Atlantic unveils new livery and brand identity. Virgin Atlantic launches first global advertising campaign
	2011	January
March		Virgin Atlantic named 'Travel Brand of the Decade' Virgin Atlantic creates 450 new jobs
April		Virgin Atlantic brings first A330 into service, operating between Manchester and Orlando Virgin Atlantic launches services between Manchester and Las Vegas Virgin Atlantic brings back the red shoes for crew
May		Virgin Atlantic introduces 2 nd A330
June		Virgin Atlantic celebrates 25 years of flying to Miami Virgin Atlantic announces route launch to Cancun for 2012
October		Virgin Atlantic announces development of world-first low carbon aviation fuel with just half the carbon footprint of the standard fossil fuel alternative in partnership with Lanzatech
November		Virgin Atlantic announces route launch to Vancouver for 2012
2012	March	Virgin Atlantic launch new on board service in upper class, including the introduction of the cheese trolley and cake stand Virgin Atlantic open new Clubhouse in JFK, which includes the first overseas spa Virgin Atlantic announce relaunch of flights to Mumbai for October 2012
	April	Launch of the airline's redesigned Upper Class cabin including new Upper Class Suite and bar Virgin Atlantic celebrates first flight to Vancouver with Olympic Gold Medallist Amy Williams
	May	
	July	Virgin Atlantic's first flight to Cancun with Richard Branson, Alexandra Burke, Keith Lemmon and Derren Brown
	August	Virgin Atlantic announces plans to start flying to Manchester from April 2013
	September	Steve Ridgway announces plans to leave Virgin Atlantic in 2013
	October	Virgin Atlantic launches flights to Mumbai
	December	Virgin Atlantic launches joint venture with Delta

2013	January	Virgin Atlantic announce short haul flying programme to Edinburgh, Aberdeen and Manchester, operating a total of 24 domestic flights a day Virgin Atlantic launch new advertising campaign, 'Flying in the Face of Ordinary'
	April	Virgin Atlantic announce Craig Kreeger as new CEO
	May	Virgin Atlantic launch Virgin Atlantic Little Red, which will operate its domestic routes
	June	Virgin Atlantic announces Vivienne Westwood as its new uniform designer.
	Sept	Virgin Atlantic announced its new codeshare with Delta and frequent flier partnership

The Virgin Atlantic Fleet

Virgin Atlantic operates one of the world's youngest fleets of aircraft. Currently the fleet comprises of 39 aircraft, including 12 747-400s, four A340-300s, 13 A340-600s and 10 A330-300s. Virgin Atlantic also leases four A320 aircraft from Aer Lingus to operate the airline's domestic routes.

Aircraft	Type	Name	Manufactured	Into Service	Configuration (U/C, P/E, E)
G-VFAB	B747-400	Lady Penelope	1994	1994	44/62/261
G-VHOT	B747-400	Tubular Belle	1994	1994	44/62/261
G-VBIG	B747-400	Tinker Belle	1996	1996	44/62/261
G-VAIR	A340-300	Maiden Tokyo	1997	1997	34/35/171
G-VAST	B747-400	Ladybird	1997	1997	14/66/375
G-VELD	A340-300	African Queen	1997	1998	34/35/171
G-VFAR	A340-300	Molly	1998	1998	34/35/171
G-VSUN	A340-300	Rainbow Lady	1996	1996	34/35/171
G-VXLG	B747-400	Ruby Tuesday	1998	1998	14/66/375
G-VROS	B747-400	English Rose	2001	2001	14/66/375
G-VGAL	B747-400	Jersey Girl	2001	2001	14/66/375
G-VLIP	B747-400	Hot Lips	2001	2001	14/66/375
G-VROM	B747-400	Barbarella	2001	2001	14/66/375
G-VROY	B747-400	Pretty Woman	2001	2001	14/66/375
G-VWOW	B747-400	Cosmic Girl	2001	2001	44/62/261
G-VROC	B747-400	Mustang Sally	2003	2003	44/62/261
G-VEIL	A340-600	Queen Of The Skies	2004	2004	45/38/225
G-VSSH	A340-600	Sweet Dreamer	2005	2005	45/38/225
G-VNAP	A340-600	Sleeping Beauty	2005	2005	45/38/225
G-VGAS	A340-600	Varga Girl	2005	2005	45/38/225
G-VWKD	A340-600	Miss Behavin	2005	2005	45/38/225
G-VBLU	A340-600	Soul Sister	2006	2006	45/38/225
G-VWIN	A340-600	Lady Luck	2006	2006	45/38/225
G-VFIT	A340-600	Dancing Queen	2006	2006	45/38/225
G-VFIZ	A340-600	Bubbles	2006	2006	45/38/225
G-VYOU	A340-600	Emmeline Heaney	2006	2006	45/38/225
G-VRED	A340-600	Scarlet Lady	2006	2006	45/38/225

G-VWEB	A340-600	Surfer Girl	2006	2006	45/38/225
G-VBUG	A340-600	Lady Bird	2007	2007	45/38/225
G-SXY	A330-300	Beauty Queen	2010	2011	33/48/185
G-KSS	A330-300	Mademoiselle Rouge	2010	2011	33/48/185
G-VRAY	A330-300	Miss Sunshine	2011	2012	33/48/185
G-VNYC	A330-300	Uptown Girl	2011	2012	33/48/185
G-VGBR	A330-300	Golden Girl	2011	2012	33/48/185
G-VWAG	A330-300	Miss England	2011	2012	33/48/185
G-VGEM	A330-300	Diamond Girl	2011	2012	33/48/185
G-VINE	A330-300	Champagne Belle	2011	2012	33/48/185
G-VLUV	A330-300	Lady Love	2011	2013	33/48/185
V-VUFO	A330-300	Lady Stardust	2011	2013	33/48/185
Virgin Atlantic Little Red Aircraft (leased from Aer Lingus)					
EI-DEO	A320	Queen of the Cobbles	2013	2013	0/0/174
EI-DEI	A320	Maggie May	2013	2013	0/0/174
EI-EZW	A320	Tartan Lassie	2013	2013	0/0/174
EI-EZV	A320	Rosie Lea	2013	2013	0/0/174

A340-300 BASIC FACTS

The Airbus A340-300 is a 4 engine long-range aircraft from the Airbus "fly by wire" aircraft family and is assembled in Toulouse, France. Virgin Atlantic first added the A340 to its fleet in 1993. Virgin Atlantic currently operates six -300 series aircraft which typically carry 240 passengers in our 3 class configuration and have a range of over 7,000 nm. The now long established Airbus wide-body fuselage cross section is wide enough for passenger comfort but slim enough for optimum fuel efficiency. The wings for the A340, with their innovative aerodynamic design, were designed and are manufactured in the UK, by Airbus UK. The -300 is powered by four CFM International CFM56-5C2 or -5C4 engines, each delivering 31,200lb or 34,000lb of thrust respectively.

A340-600 BASIC FACTS

The A340-600 entered service with launch customer Virgin Atlantic in July 2002. The -600 series retains the same fuselage cross section as the -300 but is some 11.6 m longer, at 75.3 m making it the longest civil aircraft produced. It also has a modified wing with an increased span of 63.4 m.

The A340-600 is designed to fly up to 7250 nm with a full payload of passengers and is configured with 308 seats in the Virgin Atlantic three class layout. The aircraft is powered by four Rolls Royce Trent 500 engines each delivering 56,000lb of thrust.

BOEING 747 BASIC FACTS

These aircraft are powered by 4 GE CF6-80C2 engines. Carrying more than 57,000 gallons of fuel, the -400 series consumes up to 13 per cent less fuel than previous versions of the B747 and engine noise levels are half that of original 747s in the 1970s. The typical maximum range is 7000 nm.

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.

Virgin Atlantic Route Network

- **USA**

Heathrow/New York (Newark)/Heathrow*	VS001/VS002 VS017/VS018
Heathrow/New York (JFK)/Heathrow**	VS003/VS004 VS009/VS010 VS045/VS046/ VS25/VS26
Heathrow/Miami/Heathrow	VS005/VS006
Heathrow/Los Angeles/Heathrow*	VS007/VS008 VS023/VS024
Heathrow/Boston/Heathrow	VS011/VS012
Gatwick/Orlando/Gatwick*	VS015/VS016 VS027/VS028
Heathrow/San Francisco/Heathrow*	VS019/VS020 VS041/VS042
Heathrow/Washington DC/Heathrow	VS021/VS022
Gatwick/Las Vegas/Gatwick	VS043/VS044
Manchester/Orlando/Manchester	VS075/VS076
Manchester/Las Vegas/ Manchester	VS085/VS086
Heathrow/Chicago/Heathrow	VS039/VS040
Heathrow/Vancouver/Heathrow	VS095/VS096

- **India**

Heathrow/Delhi/Heathrow	VS300/VS301
Heathrow/Mumbai/Heathrow	VS354/VS355

- **Africa**

Heathrow/Johannesburg / Heathrow	VS601/VS602
Heathrow /Cape Town / Heathrow	VS603/VS604
Heathrow/Lagos/Heathrow	VS651/VS652

- **Asia Pacific**

Heathrow/Tokyo/Heathrow	VS900/VS901
Heathrow/Hong Kong /Heathrow	VS200/VS201
Heathrow/Shanghai/Heathrow	VS250/VS251

- **Middle East**

Heathrow/Dubai/Heathrow	VS400/VS401
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- **Caribbean**

Gatwick/Barbados/Gatwick	VS029/VS030
Gatwick/St Lucia/Gatwick	VS031/VS032
Gatwick/Antigua/Gatwick	VS033/VS034
Gatwick/Havana/Gatwick	VS063/VS064
Manchester/Barbados/Manchester	VS077/VS078
Gatwick/Montego Bay/Gatwick	VS065/VS066

Gatwick/Cancun/Gatwick

VS093/VS094

*Two services per day, **Three services per day

• **Domestic**

Heathrow/Edinburgh/Heathrow

VS3001/VS3002/VS3003/VS3004/VS3005/VS3006/
VS3007/VS3008/VS3009/VS3010/VS3011/VS3012

Heathrow/Aberdeen/Heathrow

VS3021/VS3022/VS3023/VS3024

Heathrow/Manchester/Heathrow

VS3041/VS3042/VS3043/VS3044/VS3045/VS3046/VS3046/
VS3048

Performance Statistics

Financial Statistics

	Group Turnover	Group Profit (Loss)
Year ended	(£m)	Before Tax
		(£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	1,499.8	(92.6)
30 April 2003	1,401.2	15.7
29 February 2004 (10 months ended)	1,272.0	20.9
28 February 2005	1,630.0	68.0
28 February 2006 **	1,912.3	77.5
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)

** excluding Virgin Nigeria

Virgin Atlantic Little Red

Little Red is Virgin Atlantic's new UK domestic service, launched in April 2013, offering full service multiple daily flights between London and Manchester, London and Aberdeen and London and Edinburgh.

Little Red has one class where passengers can recline and relax on our comfortable leather seats and enjoy excellent service from the friendly crew.

For breakfast flights before 9am, we offer hot breakfast rolls, served with tea, coffee and juice.

After breakfast a choice of cookies or crisps and a full bar service is available to all passengers. Scotland's favourite soft drink, IRN-BRU will be available on our flights to and from Aberdeen and Edinburgh.

All Little Red flights are operated from Heathrow Terminal One.

Virgin Holidays – Company Background

Virgin Holidays was formed in 1985 with a view to selling holiday packages using seats on the new Virgin Atlantic routes to New York, Orlando and Miami. Forming the leisure marketing wing of the Virgin Atlantic Group, Virgin Holidays has become one of the largest and most successful scheduled holiday companies in the UK, providing package and tailor-made holidays worldwide.

Built on the Virgin principles of excellent customer service, high quality and value for money, Virgin Holidays offers maximum convenience and flexibility with an emphasis on fun and excitement. The brand is particularly known for the “magic touches” its customers have come to expect whatever destination they choose – whoever they are – and for its honesty, reliability, sense of fun and innovative twists. It is what that company calls ‘rockstar service’.

Since its creation, Virgin Holidays has gone from strength to strength. As well as being the number one holiday company to Florida and the Caribbean, it sells destinations as diverse as Borneo, Buenos Aires, Boston and Bhutan, and its range of holidays encompass everything from cruises to safaris. The company sells direct to consumers via the web, phone and an expanding network of over 100 retail outlets across the UK, as well as through long-standing trade partnerships.

During the last four years, a number of strategic acquisitions have seen Virgin Holidays expand to offer a complete range of holidays. This activity has seen Travel City Direct, Fasttrack Cruises (now Virgin Holidays Cruises) and Fasttrack Ski join the family and in September 2008 a new partnership with Hip Hotels created Virgin Holidays+HIP Hotels, targeting travellers seeking a luxury break in one of the world’s most distinctive boutique hotels. Finally, in 2009, Bales Worldwide, a specialist in escorted tours, was acquired.

As the number of featured holidays has grown, so has the number and type of passengers that choose Virgin Holidays. In 1986, Virgin Holidays carried just over 14,000 customers, while in 2009/2010, that grew to nearly 500,000. A clear indication of the high passenger loyalty and the enviable level of repeat business that Virgin Holidays enjoys is demonstrated both by the growing membership of its Frequent Virgin Club (the first loyalty club created by a UK holiday company), which now exceeds 100,000 people, and the high levels of customer satisfaction scores it receives. Indeed, in 2010 the company was voted in to the top ten brands nationally for customer service.

Virgin Holidays’ success is frequently reinforced by both consumer and trade audiences. Its award wins are manifold, and 2010 alone saw the company voted Large Package Holiday Company of the Year at the British Travel Awards (alongside seven other Gold awards), Best Specialist Operator at the Travel Weekly Globes and Long Haul Tour Operator of the Year by the readers of TTG.

The company has a well-founded reputation for industry firsts – whether it was the first CD-Rom brochure, or the first underwater wedding. Spring 2008 saw it open the v-room at London Gatwick, the world’s only dedicated leisure departure lounge. Its success (over 60,000 customers visited in 2010) has led to a second – the v-room Manchester Airport – to open in July 2011. Other customer-focused innovations rolled out in recent years include a ‘Check in/Chill Out’ service that enables customers to enjoy their holidays for a few hours more, an in-resort Concierge service that helps customers to plan their holiday before they leave and a series of hotel lounges for customers across the world.

Virgin Holidays also has a long-standing commitment to sustainable travel. In addition to being one of the founding supporters of the Travel Foundation (a donation from every holiday booking is made, raising over £350,000 in 2010 alone), it has sponsored the Responsible Travel Awards for the last four years. Last year, the company introduced its Human Nature Collection of holidays, the latest in a range of projects from Sri Lanka to Jamaica that have been implemented to 'give something back' to the destinations its customers enjoy visiting, the latest of which – the Virgin Holidays Branson Centre of Entrepreneurship in the Caribbean – opened in September 2011.

The Virgin Atlantic product

Virgin Atlantic operates a three class service: Upper Class (the airline's business class,) Premium Economy and Economy. Virgin Atlantic launched the Upper Class Suite in November 2003 – a product which has won some of the most prestigious design awards in the industry and is onboard all aircraft in the airline's fleet – and then launched a new Upper Class cabin on its A330 aircraft in April 2012.

Upper Class

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.
- Instead of extending from a seat into a bed, Virgin Atlantic's seat provides the passenger with a luxury leather armchair to relax on which then flips over into a separate bed with a mattress to sleep on.
- 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.

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 BED FACTS:

- It is the biggest bed in business class at 79.5"
- 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 10.4 inches wide.
- The Upper Class cabin features a private bar in an area discreet from the cabin.
- White cotton bedding, duvets and sleeper suits are provided.

- The Upper Class Suite provides the passenger with a luxury leather armchair to relax on which then flips over into a separate bed with a mattress to sleep on. The Upper Class Suite is available across Virgin Atlantic's aircraft.
- 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.
- 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.
- Sleeper service – “Snoozezone” is available on all evening flights of eight hours or under, departing from an airport, which has a Clubhouse where passengers can enjoy an evening meal. After takeoff they are offered a drink, then the lights are dimmed in their cabin so they can enjoy the maximum amount of sleeping time in their Upper Class Suite.
- State-of-the-art inflight entertainment system. The majority of aircraft have the v:port system offers 300 hours of video on demand where passengers can watch or listen to what they want and can start, pause or rewind their chosen movie, TV show or CD. Alternatively, there is a choice of between 14 - 20 video channels plus 9 - 14 audio channels and 10 – 15 games on selected aircraft.
- Dedicated check-in and priority boarding.
- Complimentary drinks including pre-take off champagne and ice creams during the movies.
- Unique Clubhouse lounges at selected airports featuring a health and beauty salon offering beauty treatments and hairdressing. In addition the flagship Heathrow Clubhouse has a poolside lounge, Multiscreen, observation deck, sky lounge, library, music room, playground/video games room, study, bar, brasserie/deli.

- 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 to and from most airports of arrival and departure; UK options include chauffeur driven Volvo or Virgin LimoBike in the UK and first class Gatwick Express travel.
- 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. For the first time, 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 now check in 40 minutes prior to their scheduled departure time at the latest, and whizz through the dedicated security channel straight to the gate.
- In addition to the Upper Class wing, Drive-Thru Check In is available at London Gatwick, Lagos airport and Johannesburg airport.
- Membership of Virgin FlyingClub, Virgin Atlantic's frequent flyer programme offering a wide range of awards and participating companies.

Upper Class Seat 2012

21 April saw the first flight to New York JFK International Airport of our new A330 aircraft 'Miss Sunshine', the first of our fleet of aircraft to feature the new Upper Class Suite.

We've re-engineered and reinvented our Upper Class Suite, creating a fabulous new onboard experience, with great new features including...

- The suite's revolutionary new comfort system. It gives you a more luxurious and comfortable sleep than ever. Plus with a huge 87-inch (220 cm/7 foot two inch) bed surface, the bed is longer than any other airlines business class bed.
- Using the same comfort system, the new espresso coloured leather seat is more spacious and comfortable than ever. It has an extra one and a half inch seat width plus it now reclines up to 50 percent more. The new super lounge position is perfect for a snooze on our shorter flights.

- Fancy a drink? The futuristic new onboard bar is, at 2.7 metres the longest bar in the sky. It has a changed orientation, is separate from the cabin and it has great new spaces to sit and socialise with fellow passengers.
- The cabin has a fabulous new look, with a stylish, uplifting interior, flashes of our famous red, and Swarovski crystal accents for that touch of Virgin Atlantic sparkle.
- Each seat has its own aisle access, so you can get in, out, and back in again without treading on anyone's toes.
- A new window has been built into the wall of each suite, giving you more light and space, but its unique opaque design offers the same levels of privacy our Upper Class Suite is famous for.
- Each suite has a 12.1 inch touchscreen monitor with a touchscreen handset, and it's loaded with our brand new entertainment system called JAM. It's been consistently rated excellent by over 80% of our passengers.
- We've fitted each suite with a handy new flip down cocktail table and push panel armrest, plus a new fully adjustable reading light and a much more conveniently located headphone jack.
- Your new passenger control unit still has lumbar support plus clever firm touch buttons to prevent accidental activation.
- 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.
- With the new technology hub, you can connect your smart phone, USB stick or tablet to JAM, 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.

Premium Economy Class

Virgin Atlantic's economy service is segmented into Premium Economy and Economy. 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.

Premium Economy seat

Virgin Atlantic's Premium Economy seat features:

- Enhanced ergonomics for increased comfort
- Leather seat covers
- Increased seat width of 21 inches (equivalent to other airlines' business class) – around 3 inches wider than other airlines' Premium Economy seats
- Dual position footrest
- Adjustable headrest with wings
- Lumbar air bags
- Additional 2 degrees of recline – 16 degrees
- Redesigned tray table
- Laptop power

The Premium Economy cabin and service features:

- A comfortable and spacious ergonomically designed seat with 38" seat pitch (equivalent to some airlines' business class).
- Laptop power in all seats on LHR aircraft
- Priority boarding
- Separate cabin
- Dedicated toilet on selected aircraft
- Pre-departure drink.
- State-of-the-art inflight entertainment system. On the majority of aircraft the viewport system offers 300 hours of video on demand where passengers can watch or listen to what they want and can start, pause or rewind their chosen movie, TV show or CD. Alternatively, there is a choice of between 14 - 20 video channels plus 9 - 14 audio channels and 10 – 15 games on selected aircraft.
- Enhanced dinner service served on china with stainless steel cutlery with a choice of three entrees, including a vegetarian option.
- Priority economy duty free choice.
- The amenity kit is a smart aubergine and mink coloured wallet including every traveller's essential needs inside: toothbrush and toothpaste, eyeshades, a pen, socks and earplugs.

- Newspapers
- Priority baggage reclaim.
- Dedicated check-in at all locations.
- Membership of Virgin flying Club, Virgin Atlantic's frequent flyer programme offering a wide variety of awards and participating companies.

Economy Class

Virgin Atlantic's Economy class aims to give maximum value for money

- Contoured, space-saving seats, maximising legroom; an average seat pitch of 31"; new seats have adjustable headrests and lumbar supports.
- Pillows and blankets.
- State of the art inflight entertainment system. A majority of aircraft feature the v:port system offers 300 hours of video on demand where passengers can watch or listen to what they want and can start, pause or rewind their chosen movie, TV show or CD. Alternatively, there is a choice of between 14 - 20 video channels plus 9 - 14 audio channels and 10 – 15 games on selected aircraft.
- Choice of three entrees with main meal including a vegetarian option
- Free drinks
- Membership of Virgin Flying Club, Virgin Atlantic's frequent flyer programme offering a wide variety of awards and participating companies.
- Special features for children (see separate section).
- For the outbound journey the amenity kit is filled with added extras including socks, eyeshades, a Virgin Atlantic pen and a toothbrush and toothpaste - all packed into an opaque rucksack. For the inbound journey passengers receive some eye shades, ear plugs, toothpaste and a toothbrush in a wash bag.
- Leaving the UK, passengers get the choice of a complimentary newspaper.
- Passengers can check in online for all flights except Nigeria and when travelling to the UK from Havana, Grenada and Tobago.

Inflight Entertainment

Virgin firsts in inflight entertainment

- First airline to offer business class passengers individual TVs with the introduction of Sony Video walkmans and a library of films in 1989.
- First airline operating wide-bodied aircraft to offer individual TV screens and a choice of channels to passengers in all classes when in 1991 it introduced a six channel system and individual seat arm or seat back TVs.
- First airline to install interactive entertainment with individual TVs in all classes with the introduction of Virgin Arcadia.
- The first airline to provide all passengers with seat back television screens.
- The first British airline to offer SMS texting and email facilities onboard.
- The first European airline to offer live news updates onboard.

The airline continues to innovate and lead the field and its new system from Panasonic is no exception. It currently offers up to 300 hours of entertainment on demand on most of its flights

Vera Touch

- System Name: Vera Touch
- Hardware: Panasonic Avionics eX2 system
- Software: Panasonic Avionics proprietary software, Engine 4
- Aircraft: 10 x A330-300 (based at Gatwick, Manchester & Heathrow), 7 x B747-400 (based at Manchester & Gatwick)
- Upper Class – A330 is equipped with 12.1" widescreen smart touchscreen monitor, 747-400 is equipped with 10.6" widescreen smart touchscreen monitor, Panasonic Touch Screen Handset, multiport jack (featuring USB hub, iPod connectivity & RCA jacks), 110v in-seat power.
- Premium Economy – 10.6" Panasonic widescreen smart touchscreen monitor, Panasonic Touch Screen Handset, multiport jack (featuring USB hub, iPod connectivity & RCA jacks), 110v in-seat power.
- Economy – 9" Panasonic widescreen smart touchscreen monitor, multiport jack (featuring USB hub, iPod connectivity and RCA jacks) available in a majority of seats, although a limited number of Economy seats have USB hub only.

The Vera Touch inflight entertainment system is currently available on all A330s flying out of Heathrow, Gatwick and Manchester, as well as on our 747s flying from Gatwick and Manchester.

The Vera Touch system offers the following features:

- Video on Demand
- User interface available in English, Chinese & Japanese.

- Touchscreen monitor: All seats have a widescreen smart touchscreen monitor (ranging from 9"-12.1" dependent on class.)
- Intuitive touchscreen graphic user interface: The simple intuitive graphic user interface allows passengers to access content in just a few clicks. Passengers can swipe and scroll through movie posters and other content to select what to watch, and move between genres with a simple touch. Vera Touch offers HD-quality content and closed captions (meaning that captioning can be turned on and off, like a DVD.)
- Panasonic Touch Screen Handset: Virgin Atlantic was the launch customer for the Panasonic Touch Screen Handset, which is available in Upper Class and Premium Economy. This handset allows passengers to browse the menus and see what other content is on offer without interrupting their viewing. Passengers can also view the map on the handset screen whilst playing a movie on the main seat-back screen.
- Content: Virgin Atlantic offer an array of award-winning content, with over 60 movies to choose from along with more than 50 hours of TV programmes and over 200 music albums, plus a selection of games.
- Virgin Loves: If a passenger is overwhelmed by the content choice available, they can head to Virgin Loves, which highlights hidden gems, upcoming directors and new shows.
- User Rating: Passengers can rate each film or programme after they've watched it, with a thumbs up or thumbs down. This means that users of the system can then choose to browse the content alphabetically, or by user rating to sift out the most popular content amongst their fellow passengers.
- Save for Later: Passengers can bookmark all their favourites they plan to watch during the flight in one handy place for reference.
- News Updates: Updated regularly throughout the flight, passengers can not only read full news stories from the Sky News website but they can also listen to radio news and sports bulletins from Sky News Radio.
- SkyMap: As well as the standard map showing flight data and progress, passengers can also check out where they are in the journey by viewing the flight tracker bar on the main menu. If the passenger would rather not be reminded how long they have left on the flight, they can turn this function off!
- Personal devices support: All seats have an integrated USB port to upload and view photos, documents and audio files. In a majority of Economy seats, and in all Premium Economy and Upper Class cabins, Virgin Atlantic also offers access to an iPod dock and RCA jack port – both of which allow passengers to access and view video on the seatback monitor.
- InSeat Chat: Passengers can send messages between the seats to fellow passengers during the flight.
- Mobile phones: We offer the AeroMobile networks, which means that passengers can call, text and access the web while they are in the in the air. Prices are similar to costs paid for roaming charges outside of the EU.

Vera On Demand

- System Name: Vera On Demand
- Hardware: Panasonic Avionics S3000 system
- Software: Airsurf
- Client-Server based network, using a token ring network (up to 16mb per second)
- Connection to the aircraft navigation system via ARINC 429 databus
- 256GB of content, equivalent to over 300 hours of programming.
- Aircraft: 13 x A346, 5 x B747, 1 x A343 (all based at Heathrow)
- Upper Class – Panasonic 10.4” digital LCD monitor, handset, multiport jack (featuring USB hub, iPod connectivity & RCA jacks), 110v in-seat power.
- Premium Economy – Panasonic 10.4” digital LCD monitor, handset, 110v in-seat power.
- Economy – Panasonic 9” digital LCD monitor, handset.

The Vera On Demand is available on all A346s and some of the B747s and on A343s flying out of Heathrow.

The Vera On Demand system offers the following features:

- Video on Demand
- User interface available in English, Chinese & Japanese.
- Content: Virgin Atlantic offer an array of award-winning content, with over 50 movies to choose from along with more than 50 hours of TV programmes and over 200 music albums, plus a selection of games.
- Virgin Loves: If a passenger is overwhelmed by the content choice available, they can head to Virgin Loves, which highlights hidden gems, upcoming directors and new shows.
- User generated music playlists
- News Updates: Text news updated hourly.
- Email/SMS application: Allowing passengers to send and receive email & SMS messages to the seatback.
- SkyMap: As well as the standard map showing flight data and progress, passengers can also check out where they are in the journey by viewing the flight tracker bar on the main menu.

Virgin Atlantic's Facilities at T3 London Heathrow

Check In area

The fast and efficient terminal at Heathrow T3, will give millions of its passengers a seamless and simple journey through the airport. Virgin Atlantic's Check-In area for Premium Economy and Economy passengers, in Zone A means passengers benefit from a Check In area which is wider, brighter and more spacious, enabling passengers to check-in at kiosks in a fast, efficient and stress-free way.

Upper Class Wing

The Upper Class Wing enables Virgin Atlantic's business passengers to speed through the terminal quicker than ever before, moving from limo to lounge in under 10 minutes.

The Upper Class Wing is like no other business or first-class check-in. Upper Class passengers travelling to the airport in a limo, who will already have supplied check-in details to their driver, are taken in their limos up a curved ramp onto a 22-metre wide arrival area. After being welcomed by a Virgin Atlantic host, check-in formalities are completed before the passengers walk through a new hotel-style lobby area and through the dedicated security channel for use exclusively by Virgin Atlantic customers. After passing through this unique fast-track, they 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 Reception, in Zone A of the main terminal, before taking a priority lift straight to the dedicated security channel.

Upper Class Airport Lounges

Arrivals lounges

Lounge facilities are available on arrival at:

London Heathrow Revivals – arrivals lounge with facilities including showers, Cowshed spa, business centre (with PCs, fax and photocopier), lounge bar and deli serving breakfast and snacks. Daily newspapers and magazines available.

Departure lounges

Virgin Atlantic offer Clubhouse facilities at the following airports. At other airports Virgin Atlantic fly to, there are agreements with other carriers or the airport itself to offer lounge facilities.

London - Heathrow The Virgin Clubhouse Heathrow

London – Gatwick The Virgin Clubhouse Gatwick

New York – Newark The Virgin Clubhouse Newark

New York – JFK The Virgin Clubhouse JFK- including our first overseas spa

Boston - The Virgin Clubhouse Boston

Washington - The Virgin Clubhouse Washington

San Francisco - The Virgin Clubhouse San Francisco

Tokyo - The Virgin Clubhouse Tokyo

Hong Kong - The Virgin Clubhouse Hong Kong

Johannesburg - The Virgin Clubhouse Johannesburg

Facilities available in these lounges include:

- Complimentary drinks & bar
- Newspaper and magazines
- Fax, photocopier, computers.
- Complimentary WiFi is now available for passengers visiting all of our clubhouses.
- Check-in at lounge for passengers with hand baggage only where possible
- TV, video, games
- Toilets & showers

The Virgin Atlantic Clubhouse at Heathrow

The Virgin Atlantic Clubhouse at Heathrow opened in March 2006. The £11m flagship lounge, which is over 15,000 square feet in total, was created by the Virgin Atlantic design team with the help of Softroom, the London based architectural practice, with interiors designed to feel like a private members' club. The Clubhouse provides the ultimate pre-flight experience for every passenger with an array of exciting and unique features.

The Reception

Guests enter the clubhouse via a grand staircase and are welcomed at a concierge desk that offers travel, lifestyle and secretarial support.

The Clubhouse Spa featuring Dr.Hauschka

A range of treatments available for both men and women. The range of treatments available are:

- Shave treatment - a shoulder massage, power cleanse & invigorating scrub, wet shave and tone & condition.
- Facial – shoulder massage, double cleanse & exfoliation, hot towel infusion and eyebrow tidy.
- Manicure – file tidy, cuticle clean up, hand & arm massage or polish
- Foot maintenance – file, cuticle tidy and massage
- Hot stone therapy
- Thai foot massage
- MD hydrating facial
- Shellac nail system – the ultimate cross between a gel and polish that dries instantly and lasts for two weeks

There is also a range of shorter treatments including:

- Shoulder & neck massage
- Head massage
- Leg & foot massage
- Eyebrow tidy
- File & paint

Bumble and bumble Hair Salon

Offering a range of stylish cuts to men and women.

Spa

Spa pool, sauna with six steam rooms and six showers.

Poolside Lounge

Upper Class passengers can relax in an oasis of tranquillity. A ceiling to floor Japanese water wall runs gently into the pool helping passengers to unwind and relax.

The Den

Games area featuring a pool table and retro video games consoles.

Multiscreen

Entertainment area featuring state-of-the-art HD-TV system, which can simultaneously show a multitude of channels or be reconfigured as one single cinema screen.

Playground

Children's activity centre featuring the latest games and toys and dedicated children's television.

Observation Deck

South-West facing area running along the length of the Clubhouse with large windows for great views of the runway.

Gallery

Viewing area behind the bar.

Grey Goose Loft

Hideaway mezzanine at the top of a white staircase serving world class Grey Goose cocktails.

The Brasserie

An informal area with a continental feel, where diners can choose from a menu to cater for every appetite and sit at individual tables or booths.

The Deli

Deli offering a light new food alternative with fresh produce and daily specials. There is a 7 metre long marble clad table for diners.

Grab and Go

Old fashioned sweet station for kids and adults alike

Cocktail Bar

The 14 metre long cocktail bar serving a selection of classic drinks and sophisticated cocktails.

The Office and Library

Private room with eight business stations, fax machines, telephones, printers, photocopiers and library with antique refectory table (which has been retained from the previous Clubhouse and originally came from Sir Richard Branson's house.)

Internet Access

The Clubhouse is fully wireless and there are numerous lap top points dotted around the different areas. There are also 8 Sony laptops with internet access at different points for those wishing to browse the net. The Clubhouse is also a T Mobile Hotspot.

The Virgin Atlantic Clubhouse Gatwick

Virgin Atlantic first opened a clubhouse at London Gatwick in 1998. It's brand new and state-of-the-art clubhouse at Gatwick on 23 November 2009, featuring a Cowshed Spa. The Clubhouse is located beyond passport control in the South Terminal. Measuring over 795 square metres in total and creates a fresh, welcoming feel for Upper Class and Gold Card Passengers. It is a great place to relax on a lazy morning before a flight. Passengers are invited to explore the Clubhouse to find the space which best captures their mood at that particular time of day. The full spectrum of choice available is best explained by a tour through the rooms:

Concierge and Reception

The entrance to the Clubhouse is through a new, light, private corridor leading directly to our welcoming reception and concierge area. Passengers simply register with reception and then walk on through into the lounge. Adjacent to the new entrance are shoe shine, coat and baggage areas where passengers can unburden themselves of bags and buggies. If needed, there are also facilities to charge mobile phones, iPods and Blackberries in this area, with our concierge team on hand to manage all of our passengers' needs.

The Restaurant and Lounge

The leather-clad timber Eames dining chairs provide classic comfort within the waiter-served restaurant, or passengers can relax in the main lounge in the luxurious upholstery of the new banquette seating. A comfortable selection of seats and table are available, providing flexibility for groups of all sizes. Finishes and furniture are contemporary in shades of chocolate, tans and taupe with 'lipstick elements' of Virgin red.

The Bar

At The Bar passengers can also enjoy a refreshing drink at the beautiful oak and granite clad bar whilst enjoying the comfort of the Harry Bertoin Wire bar stools. A backdrop of fret-cut Alucobond panels flow from the Bar throughout the Clubhouse.

The Dr Hauschka Spa and Internal Rock Garden

The Cowshed Spa and Internal Rock Garden provide a beautiful focal point for the Clubhouse. Passengers will instantly feel like they have entered a haven of tranquillity and luxury in the Cowshed Spa. Sitting alongside is a new internal rock garden, which is flooded with natural daylight providing an oasis of calm for travellers. Cowshed also offers a variety of treatments to passengers, whether it's a gentle massage, a luxurious manicure or pedicure, all using Cowshed's acclaimed 100% natural products, or more traditional showering facilities.

The Entertainment Lounge and Business Area

The Entertainment Lounge and Business Area offers passengers the opportunity to relax, whilst catching up on last minute emails or surfing the net in the Internet Forest. Our younger passengers can enjoy gaming in the Wii and Guitar Hero areas whilst perching on Morph's Ten Degree stools.

Family Lounge

Our Family Lounge is flooded with natural light and provides the perfect area to relax whilst toddlers play and learn nearby in a dedicated Playground. The brightly decorated room has a selection of toys and games, including classic Eames elephants and wishing tree, for younger children, and TV with dedicated children's channels showing through out the day.

The Snug

In The Snug passengers can enjoy the opportunity to catch up on the latest TV, news or movies in our, boasting a smoked black mirror wall cladding, naturally inspired movable woven screens, and a gallery of inspirational artwork curated by jottaContemporary, who identify young and emerging artists from the creative community jotta.com.

Special Features for Children & Infants

Virgin has paid close attention to the safety, comfort and entertainment needs of children and infants, providing the following additional features for young travellers:

- All children under 12 are given either a red or black waterproof bag - perfect for keeping their swimming costumes in once on holiday - which is full of useful and fun items for the journey ahead. The bag contains a child-sized eye mask printed with either star-shaped sunglasses, Kanye West's style shutter shades, goggles or snorkels, warm socks with a trainer or sandal design, a rainbow pen and Where's Wally? book.
- Special children's meals – plain food designed to appeal to children. Virgin Atlantic's award winning inflight entertainment gives kids a superb selection of the latest movies as well as their own dedicated TV channels.
- Baby changing facilities on all aircraft. Virgin 'Skycots' – bassinets for infants under 1 year old. Infant care chair (child safety seat specifically designed for airline use) pioneered by Virgin for Children aged six months to three years depending on height and weight.
- Complimentary nappies, bottles and baby food available in all classes.

Passengers with Special Needs

Virgin Atlantic has pledged to the Airline Passenger Services Commitment, the UK Department for Transport's Code of Practice on Access to Air Travel for Disabled People and other national legislation & guidelines where appropriate. This sets out to improve the accessibility of air travel to people with reduced mobility by ensuring their needs are understood and provided for and their safety and dignity are respected.

Virgin Atlantic has a UK office-based department called Special Assistance to deal with any special needs requests. Special Assistance requires as much notice and information as possible (a minimum of 48hrs) so that they can communicate all requirements to the airports and crew operating the flights and reserve any equipment necessary.

DETAILS OF SPECIAL ASSISTANCE SERVICES AVAILABLE

Cabin crew and airport staff undergo special training courses in assisting passengers with restricted mobility and/or impaired sight or hearing.

Large print and braille safety cards are available on all Virgin Atlantic flights and can be requested in advance of travel, providing 2 working days notice is given.

Assistance to and from the aircraft can be arranged via wheelchair or motorised buggy if available. *

Onboard wheelchairs are available on all aircraft for transfer through the cabin. Toilet access - Although weight bearing passengers will be able to access all toilets from the on board wheelchair, on some aircraft side to side access to the toilet from the on board wheelchair for non weight bearing passengers may be limited - please phone Special Assistance for more details.

Most special medical or religious dietary needs can be catered for with 24 hours notice.

With effect from 10th August 2005, Assistance Dogs can now be carried within the cabin on our East Coast routes. Restrictions apply so please contact our Special Assistance department for full details and requirements.

Two types of support seating are available for children with disabilities who are unable to sit upright. The Burnett Body Support has vacuum technology, which moulds to the body and holds the desired posture. The Travel Chair has head support, a pommel strap, foot rest and is designed for smaller children aged between 3-11 years. Suitability assessment and availability must be made for both support seats. *

For those that have respiratory conditions, therapeutic oxygen can be supplied onboard free of charge, however this is subject to availability and route - please contact our Special Assistance department for details and process requirements.

Virgin Atlantic was the first airline to provide 'neck loops', which allow hard of hearing passengers to enjoy better quality sound from the inflight entertainment system. A limited number of open caption movies are available onboard. Cabin crew with sign language skills can be requested on flights, however 6 weeks notice is required before the start of the month in which the signer is required, but this service cannot be guaranteed.

Medical Equipment Available Onboard

Therapeutic oxygen is available onboard, but the amount available may differ on different routes.

Automatic External Defibrillators (AEDs) are carried on all Virgin Atlantic flights. Virgin was the first airline to equip its fleet with AEDs in 1990. These devices are able to re-organise the chaotic electrical impulses of the heart in some cardiac arrest victims.

All crew are trained in resuscitation techniques and the senior cabin crew (the Flight Service Manager and two Cabin Service Supervisors on each flight) are trained to use the AED.

The cabin crew are all extensively First Aid trained, annually refreshed and are rigorously tested. As well as other medical equipment each aircraft carries a First Aid Kit (for crew use) and an Emergency Medical Kit (for use by suitably qualified medical volunteers). We have a 24 hour radio/satellite link to specialist medical advice via a response centre – MedLink (MedAire) in Phoenix, Arizona.

Virgin is proud to have a telemedical device called Tempus on all its fleet. Tempus is designed for use by non-medical experts in remote situations – ideal for on board medical emergencies. Tempus uses the satellite technology, which operates Virgin Atlantic's onboard telephone system, to transmit medical information such as pulse rate and blood pressure readings as well as video images to medical experts at the MedAire Centre in Phoenix. The ground-based doctors can then diagnose the problem and advise the crew on the next course of action, enabling crew to use their medical training to assist the passenger.

Tempus' advanced technology significantly increases the airline's onboard medical provision. Cabin Crew now have expert help to differentiate between serious and non-serious medical incidents and do not have to make crucial medical decisions nor interpret medical information themselves. As with defibrillators, it is expected that this technology will soon be adopted as industry standard.

'Flying Without Fear'

Virgin Atlantic launched its 'Flying Without Fear' course on 4 April 1998, designed to help people overcome their anxieties of flying.

The one-day courses are held at either Gatwick, Heathrow, Birmingham, Manchester, Luton, Newcastle, Southampton, Leeds-Bradford, Bournemouth, Edinburgh & Glasgow airport. The courses consist of a morning session led by a Virgin Atlantic Captain who talks on flight safety, take-off and landing procedures, as well as teaching people to recognise the sort of noises that aircraft routinely make in these manoeuvres.

After lunch David Landau teaches relaxation techniques. David Landau has a long track record in psychoanalysis and has made appearances on TV and radio. David talks in depth about fears and phobias and teaches the skills to help people learn to control their fears, preparing them for the flight.

Following this, participants have the opportunity to go on a 45 minute flight. This was a brand new addition to the programme in 2003. The aircraft used are Boeing 737's that have been chartered specifically for the course. The participants are accompanied on the flight by Virgin Atlantic captains, cabin crew and ground staff, who can support them and alleviate any fears. The day ends with a post flight debrief and participants will receive a free CD specially compiled by David Landau.

The course has been designed to allow plenty of time for questions. This creates a very relaxed atmosphere and participants are amazed at how much they enjoy the day. Statistically speaking, the course has a success rate in excess of 98%.

What distinguishes the Virgin Atlantic's 'Flying Without Fear' programme from other courses is the aftercare that participants will receive. After the course, if participants take a flight with Virgin Atlantic, the Virgin Atlantic Special Assistance department will be onhand to help with special requirements tailored specifically to their needs or anxieties regarding the flight. In addition to this there is a 'Flying Without Fear' channel available onboard the aircraft, which is narrated by David Landau, who provides a familiar voice to help relax the passenger.

Virgin Atlantic recently announced that following the success of its Flying Without Fear course the FWF team have brought out a book called – "101 of your questions answered". The book contains answers to 101 questions about flying, valuable information from a cabin crew safety trainer, top tips from aviation experts and psychological tools to help people combat their fear of flying.

Loyalty Programmes

Flying Club

Flying Club is Virgin Atlantic's seriously rewarding loyalty programme. Every time you fly with us you'll earn miles to spend on brilliant rewards like flights to our fabulous destinations, upgrades and much more. Fly in Premium Economy or Upper Class and our generous cabin bonuses mean you'll earn even more miles.

You can also earn miles with our global network of car rental, hotel and airline partners, and even when you're doing your online shopping. Plus miles don't expire, provided you take at least one earning or spending activity every three years, and you can claim back miles from any flights you've taken with us in the last six months.

As soon as you join Flying Club, you'll become a Red member and you can start earning miles straight away. You'll enjoy some great benefits such as regular news updates and offers, access to your Flying Club account online, the use of a dedicated helpline as well as exclusive discounts with Virgin Holidays, Purple Parking and No 1 Traveller lounges. But that's not all. Every time you fly with us or our airline partners you'll also earn tier points. As you collect tier points, you'll move from Flying Club Red to Silver and Gold. And of course, the higher you go the more benefits you'll enjoy.

Flying Club Silver members get all the benefits of Flying Club Red, plus a good deal more. Designed to make your travelling experience even more enjoyable, you'll enjoy use of Premium Economy Check In on every Virgin Atlantic flight (regardless of your class of travel), you'll earn 50% extra base flown miles on every flight you take with us and also with Delta Air Lines so you'll reach exciting rewards even faster'. Silver members receive the same discount as Red but earn an extra mile per £1 spent with Virgin Holidays. There's also more miles to be earned and more discount with No 1 Traveller lounges.

At the pinnacle of Flying Club is our Gold tier, where you'll receive extra privileges designed just for our most frequent travellers. Benefits include use of Upper Class Check In on every Virgin Atlantic flight and access to our Clubhouses around the world for you and a guest (regardless of your class of travel), 100% extra base flown miles on every flight, extra baggage allowance and many more exclusive entitlements.

You can ensure that whatever your travel habits, Flying Club and its partners can offer you a wide range of benefits and rewards to meet your personal travel needs, both in the air and on the ground.

For more information visit www.virginatlantic.com/flyingclub

Flying Co

Flying Co is Virgin Atlantic's corporate loyalty programme, designed to reward your company and your travellers for choosing to fly with us. That's because when one of your employees flies with Virgin Atlantic they'll earn miles twice; not only does each business traveller earn Flying Co miles for their company as a member of Flying Co, but they also earn miles for themselves as members of Flying Club, our loyalty programme.

Your company can earn Flying Co miles on flights, hotels, car rental, chauffeur driven car transfers, train travel and airport parking, which you can redeem on a range of travel orientated rewards to make your travel budget go further, including flights, upgrades, transfers, lounge invites and more. And our generous cabin bonuses mean that you can earn even more miles if your company travellers fly in Premium Economy or Upper Class. So even if your company only flies a few times a year you can still enjoy rewards with Flying Co.

Plus we can help manage your business travel too. We have a dedicated team to assist you with booking your travel, managing your account and booking rewards for you. Flying Co is a smarter way to travel on business.

For more information visit www.virginatlantic.com/flyingco

Environmental and recycling programme

Virgin Atlantic Business Sustainability – Change is in the Air

At Virgin Atlantic, sustainability means change. Changing how we engage with the communities in which we operate; how we fly our planes; how we work with our suppliers; how we get our staff and customers involved; and, most of all, changing how we think about flying in a lower carbon world.

We've set ourselves a range of targets on everything from the energy we use at our head office to the amount of waste we produce. And where we can, we collaborate with key partners to develop effective and creative solutions to the big issues, such as sustainable tourism and new cleaner fuels for aviation. We really hope you enjoy reading about what Virgin Atlantic has done, what we're doing, and what we plan to do in the future. For information about how we're progressing on our sustainability targets please check our microsite www.virgin-atlantic.com/changeisintheair where you can also access our brief sustainability report.

Big Picture

<http://changeisintheair.virginatlantic.com/big-picture/>

Aviation is a truly global business. We recognise that in order to bring about long-term meaningful change, the industry needs to work together. That's why we were founding members of and continue to play an active part in a number of cross-sector groups – including Sustainable Aviation, Aviation Global Deal and Sustainable Aviation Fuel Users Group (SAFUG) – which are seeking solutions on a range of issues.

<http://www.sustainableaviation.co.uk/>

<http://www.agdgroup.org/>

<http://www.safug.org/>

Carbon

<http://changeisintheair.virginatlantic.com/carbon/>

There's no getting away from the fact that 99% of our carbon footprint comes from our aircraft emissions. In 2007, we set ourselves an ambitious target of a 30% reduction in carbon emissions for every passenger and cargo kilometre flown between 2007 and 2020. Several aspects will contribute towards getting us to our target.

New aircraft

The average age of our fleet is currently 8.4 years, which makes us the operators of one of the youngest fleets in the business. Ten Airbus A330-300s will form part of our growing fleet from early 2011. These are at least 9% more efficient than the aircraft they will replace, and 15% more efficient on a per seat basis. We have also ordered 16 Boeing 787-9 'Dreamliner' aircraft, which should enter our fleet from 2014. These aircraft are on average 25% more fuel efficient than similar-sized aircraft in our current fleet, and about 27% more efficient per seat.

Higher Load Factors

Ensuring our flights have a maximum number of seats filled with passengers maximises our fuel efficiency and reduces per passenger carbon emissions. Our average load factor for the year to July 2010 was 82%. This is our highest year-to-date figure in the last six years. Through tactical deployment of new aircraft in our fleet, we will continue to maximise our load factors.

Air Traffic Management Efficiencies

Our staff have worked with NATS in order to establish possible changes to air traffic management systems to improve efficiency. A video called 'Towards the Perfect Flight', which you can find on the diary page of our website, highlights cross-industry work of Sustainable Aviation, which is reviewing future development of air traffic management (ATM)

Operational and Maintenance

Our cross-departmental 'Fuel Panel' group covers a number of aircraft issues such as: encouraging more efficient flying techniques and procedures; regular cleaning (to reduce drag); procuring lighter weight aircraft interiors and otherwise reducing excess onboard weight; reducing ground taxiing times; and improving the availability of fixed electrical power at airports (rather than relying on aircraft power units to provide ground power). We'll continue working with stakeholders inside and outside the business to identify opportunities to reduce unnecessary fuel use and carbon

New Technologies for Current Fleet

We've investigated and introduced a number of technological improvements, such as modified turbine blades. With the help of Rolls Royce, who make the Trent 500 engines fitted to our A340-600s, we have improved our fuel consumption by 1%, through an enhanced performance modification package. Innovation is the way forward and we'll continue to review new technologies to see if they are a good fit for the business.

Sustainable Biofuels

On 24th Feb 2008, we operated the first ever flight by a commercial airline using a biofuel blend. We were keen to demonstrate to the industry that alternative fuels were a viable alternative to traditional kerosene.

In October 2011, we announced a partnership with New Zealand based company LanzaTech to develop a world-first low-carbon aviation fuel. LanzaTech's process will see waste gases from industrial steel production being captured, fermented and chemically converted for use as a jet fuel. The world first fuel production process recycles waste carbon monoxide (CO) gases that would otherwise be burnt off into the atmosphere as carbon dioxide (CO₂). This fuel will have roughly half the total life cycle carbon content compared to kerosene – as it is effectively getting two uses. LanzaTech estimates that its process can apply to 65% of the world's steel mills, offering the potential for the fuel to be rolled out for worldwide commercial use.

As a founding member, we continue to play an active part in the Sustainable Aviation Fuel Users Group (SAFUG), which is focused on accelerating the development and uptake of biofuels that achieve rigorous social, environmental and economic standards for sustainability. We're liaising with the Carbon War Room's aviation stream in developing criteria against which we can review biofuel producers and suppliers, to be sure that they meet all the essential standards for quality, sustainability and scalability.

Offsetting

Our efforts are on reducing emissions at source and finding new and innovative ways of improving the efficiency of our fleet and operations. However, we also think it's important to offer our passengers the opportunity to offset the emissions associated with their journey. Passengers can take advantage of our 'Gold Standard' carbon offset facility, both onboard and at the point they buy their tickets. To find out more about our offset programme, visit:

<http://www.virgin-atlantic.com/en/gb/allaboutus/environment/index.jsp>

Energy

We're very pleased to report that we've been buying greener electricity for a number of years, on a variety of tariffs, which have become progressively less carbon-intensive over time. 94% of our current UK electricity use comes from renewable sources, with the rest coming from efficient CHP.

In 2007, energy was 36% of our carbon emissions, as calculated through a Carbon Trust review. So we set ourselves a target of reducing ground energy consumption by 10% by 2012 and 20% by 2020. Unfortunately we've not been doing as well as we'd like but we will continue to focus on energy reductions over the coming months and years.

Waste

<http://changeisintheair.virginatlantic.com/waste/>

Our main priority is to reduce the amount of waste we generate in the first place. We're doing this through a series of internal campaigns and initiatives – getting different departments involved in sourcing and designing products that use fewer materials, can be reused or recycled, have longer life-spans, or are from renewable sources. After reductions, we are focused on reusing, recycling, creating energy from waste, and otherwise avoiding the use of landfill sites.

In 2007, we came up with the following targets:

- 50% of the waste generated by the end of a flight will either be recycled or reused by 2012.
- 50% of waste from our ground operations will be recycled or reused by 2012.

Between 2008 and 2009, our total UK ground waste tonnage reduced from 1,289 tonnes to 736 tonnes – a fantastic reduction of 43%! In 2008, 863 of 1,289 tonnes of this waste was recycled or reused (67%), while in 2009, 369 of 736 tonnes of waste was recycled or reused (50%).

Procurement

<http://changeisintheair.virginatlantic.com/procurement/>

We buy everything from aircraft engines to envelopes, from energy to eggs, and we care about where the things we buy come from, how they were produced and by whom. This is why we were the first airline to offer Fairtrade tea and coffee onboard our flights, have partnered with One Water, and why we're rolling out a sustainable procurement policy with our suppliers. This policy sets out a range of conditions, from ensuring that staff are paid a fair wage and that no child labour is used in the manufacture of the products we buy, to reducing the environmental impact of our supply chain.

Recent Awards

2013

Ultratravel Awards

Best long haul airline

Best airline lounge – Heathrow

Observer Ethical Awards

Business Initiative joint winner with LanzaTech

Airline Passenger Experience Awards

IFE - Best in Region (Europe) and Best IFE User Interface.

World Travel Awards

Best Lounge

Business Traveller Awards

Best Premium Economy

World Travel Awards

World's Leading Airline Lounge

Interior Design Magazine Awards – US

Best of the year in bar/lounge category – Newark Clubhouse

2012

CIMTIG

Travel Brand of the Year

Campaign of Year

Best TV Commercial

Best Press Campaign (Upper Class)

Best Website (VSFlyinghub – our global trade website not VAA.com)

Best Brochure _ Little Red Book – our interactive online Flying Club brochure

2011

Airline Passenger Experience Association (APEX) Passenger Choice Awards

Best in Region – Europe

CIMITG Awards March 2011

Brand of the decade- Virgin Atlantic

Ultra Travel Awards May 2011

Best Cabin Crew

HolidayExtras.Com Customers' Awards

Best Airline for travelling with children

Best Airline for disabled passengers

Cool Brands 2011/12

Winner of Travel General category

World Travel Awards 2011

North America's Leading Transatlantic Airline

Conde Nast Traveller Readers' Travel Awards

Best Long-Haul Leisure Airline

Treasury Today Adam Smith Award May 2011

Harnessing the Power of Technology

Ultra Travel Awards May 2011

Best Airport Lounge

Group Leisure Awards 2011

Best Airline for Groups

Travel Choice Awards 2011

Airline of the Year to North America

British Travel Awards 2011

Best Economy Class Airline

Best Airline Customer Service

2010

British Travel Awards

Best Business Class airline
Best airline of the year
Best scheduled airline long haul
Best Economy class airline

Travel agents choice awards

Best Scheduled Airline Transatlantic
Best Schedule Airline Caribbean

UltraTravel Awards

Best Airline Lounge

UK Customer Service Index

Top Airline

WAEA Awards

Best in Region-Europe

BSC Awards

IT project Team of the Year

UltraTravel Awards

Best Airport lounge

The World Travel Awards

Leading Transatlantic Airline

World Airline Awards

Best Transatlantic Airline

Nesta

Named one of Nesta's Open Innovation Companies

Tripadvisor

Tripadvisor's Favourite Airline

OAG

Transatlantic Airline of the Year

Travel Bulletin Star Awards

Star Leisure Airline

HolidayExtras.Com Customers' Awards

Best Airline Cabin Crew

2009

SkyTrax World Airline award

Best Business Class Lounge Award

SkyTrax World Airline award

Best Premium Economy Class

Travel Weekly Awards

Best Scheduled Airline to the US and Canada

Conde Nast Traveller

Best Long-Haul Leisure Airline

Sunday Times Travel Magazine

Best Long-Haul Airline

2008**The Sunday Times Travel Magazine Readers Awards 2008**

Best Long-haul Airline

OAG Airline Industry Awards

Best Airline in Europe

Design Management Europe Awards

Large Company award for Design Management

DBA Design Effectiveness Awards – Gold

Premium Economy Super Seat

Red Dot Award – Product Design Distinction for High Design Quality

The Base, Staff Training Facility

Business Travel World Awards

Best Long-Haul Business Airline

Skytrax 2008 World Airline Awards

World's Best Business Class Lounge

2007**World Travel Awards 2007 - US**

World's Leading Airport Lounge

Travel & Leisure's 2007 Global Vision Awards - US

Corporate Initiative for Environmental work

Business Traveller AwardsBest Business Class
Best Premium Economy**Conde Nast Reader Travel Awards**

Best Leisure Airline – long-haul

D&AD Awards

Environmental Design – LHR Clubhouse

Lighting Design Awards 2007

Isometrix Lighting & Design for the LHR Clubhouse

Business Traveller Awards

Best Premium Economy & Best Airport Lounge

Chinese National Geographic Traveller 2008

Narita Airport Clubhouse awarded the best designed Clubhouse

Design Week Awards

Hall of Fame – Design Excellence

DBA Design Effectiveness Awards – Bronze

Narita Tokyo Clubhouse

Wallpaper MagazineWorld's Fastest Airport Check in for
The Upper Class Wing at Heathrow**Rough Guides**

Voted most child-friendly airline

Globe Travel Awards 2008Best Scheduled Airline to US/Canada
Favourite Airline**Business Destinations Travel Awards 2008**

Best Longhaul Airline

Zagat's 2007 Global Airline Survey - US

Best Frequent Flier Program in the World

Business Travel Awards 2007Airline of The Year
Best Airline - Economy
Best Airline - Business
Best Scheduled Airline, Long-Haul
Favourite Scheduled Airline, Long Haul
Best Customer Service for an Airline**Travel Trade Gazette Awards**

Best Business Airline

Red Dot Awards

Product Design – LHR Clubhouse

Jet Set Airline Awards - US

Winner of eCityofStyle 2007 Jet Set Airline Award

Design Week AwardsBest of Show – LHR Clubhouse
Hospitality Environmental – LHR Clubhouse

Travel Weekly's Readers Choice Awards - US
Best International Airline

TTG Business Travel People Awards
Best Sales Team

2006

Buying Business Travel Diamond Awards
Best Business Airline

FX Design Award
Winner - Best Leisure or Entertainment Venue

Group Leisure Magazine Awards
Best Airline for Groups

Business Traveller
Best Business Class
Best Premium Economy

BACA 'Excellence Awards'
Best Passenger Airline

Cargo Airline of the Year Awards - Air Cargo News
Cargo Airline of the Year - Virgin Atlantic Cargo
Best Cargo Airline to North America - Virgin Atlantic
Cargo

2006 US Awards

Business Traveler's Reader's Choice Awards
Best Business Class in the World
Best Premium Economy

Conde Nast Traveler
Top Business Class on Transatlantic Routes

North American Travel Journalism Association
Best Foreign Airline

Travel Weekly Globe Awards
Best Scheduled Airline to USA/Canada

Buying Business Travel Diamond Awards
Best Transatlantic Airline

Campaign Poster Awards
5 Awards – Advertising

TTG Awards
Airline of the Year - Business

Conde Nast Traveller Awards
Top Business on Transatlantic routes

Business Travel World Awards 2006
Best Long-haul Business Airline

Air Carrier International - Air Cargo World
Award for Excellence - Virgin Atlantic Cargo

Forbes
Best Business Class

Skytrax 2006 World Airline Awards
World's Best Business Class Lounge

Travel & Leisure World's Best Awards
Conde Nast Reader's Choice Awards
Virgin Atlantic scored in the top 5 out of all airlines for both of these awards

Richard Branson: Biography & Background

Founder and President of the Virgin group of companies

Richard Branson was born in 1950, and educated at Stowe School, where he established a national magazine called Student at the age of sixteen. He started a student advisory service centre aged 17 to help young people. In 1970 he founded Virgin as a mail order record company and shortly after opened a record shop in Oxford Street, London. During 1972, a recording studio was built in Oxfordshire where the first Virgin artist, Mike Oldfield, recorded "Tubular Bells" which was released in 1973.

The first album of the newly created Virgin records went on to sell over 5 million copies. Over the years many household names, including Genesis, Phil Collins, Peter Gabriel, Simple Minds, The Human League, Culture Club, Janet Jackson and The Rolling Stones helped make Virgin one of the top six record companies in the world. The equity of Virgin Music Group – record labels, music publishing and recording studios – was subsequently sold to the Thorn EMI in 1992 in a US\$ 1 billion deal.

The interests of Virgin Group had now expanded into international "Megastore" music retailing, book and software publishing film and video editing facilities, clubs, travel, hotels and cinemas through over 200 companies in 29 countries.

Virgin Atlantic Airways, formed in 1984, has become the second largest British airline and operates a fleet of Boeing 747 and Airbus A340 aircraft to a network of 30 destinations worldwide. The airline was founded on the concept of offering a competitive and high quality Upper Class and Economy service. The airline is now the holder of every major travel award.

Since 1985, Richard has also been involved in a number of world record-breaking attempts. In 1986, his boat 'Virgin Atlantic Challenger II', rekindled the spirit of the Blue Riband by crossing the Atlantic Ocean in the fastest ever recorded time. This was followed a year later by the epic hot air balloon crossing in 'Virgin Atlantic Flyer' which was not only the first to cross the Atlantic but was the largest ever flown. In January 1991, he crossed the Pacific Ocean from Japan to Arctic Canada, again breaking all existing records with speeds of up to 245 miles per hour. Between 1995 and 1998 Richard Branson and Per Lindstrand and Steve Fossett made a number of attempts to circumnavigate the globe by balloon. In late 1998 they made a record breaking flight from Morocco to Hawaii but their dream was shattered by bad weather before a Swiss team successfully circumnavigated the globe early in 1999.

In 1996 Virgin Group launched Virgin Express, a short-haul airline based in Belgium offering a low cost, no frills service and flying within Europe. Virgin Rail operates two rail franchises and is engaged in a \$3.2 billion fleet replacement programme to create one of the most modern rail networks in the world with high speed tilting trains already in operation. In 1999 Virgin entered into the telecommunications business launching Virgin Mobile and in 2000 low cost airline Virgin Blue was launched in Australia, both of these companies have subsequently floated. The Virgin Group today comprises over 200 independent companies, with combined annual sales of some \$8 billion and total employees of around 35,000. Virgin Atlantic has 8,000 employees based in the UK, plus more overseas.

Sir Richard Branson recently announced that the Virgin Group has entered into an agreement to licence the technology to develop the world's first privately funded spaceships dedicated to carrying commercial passengers on space flights. Virgin has formed Virgin Galactic, a new company, which will become the world's first commercial space tourism operator.

In the 1999 New Years Honours list Richard Branson received a knighthood for his 'services to entrepreneurship'. Richard is married to Joan with two grown children, Holly and Sam.