

## **Press Information Kit**

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## **Company background and history**

Since it was founded twenty-six years ago, Virgin Atlantic Airways has become Britain's second largest airline 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, Accra, Sydney, Dubai, Chicago & Nairobi. Virgin also operates services from Gatwick to Orlando, Barbados, St Lucia, Antigua, Las Vegas, Grenada, Tobago, Cuba, Puerto Rico and Montego Bay & Kingston in Jamaica. It also operates a service from Manchester to Orlando, Las Vegas and Barbados.

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.

Since December 2004 Virgin Atlantic has launched services between London and Sydney, Dubai, Havana, Montego Bay, and direct flights between Manchester and Barbados and Manchester and Las Vegas. New services from Heathrow included Chicago in April 2007, and the launch of services to Nairobi and Kingston later that year.

Virgin Atlantic announced in 2007 that it had ordered 15 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, the aircraft it will replace in the Virgin Atlantic fleet.

On the 22<sup>nd</sup> June 2009, Virgin Atlantic celebrated its 25<sup>th</sup> 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 26 years ago.

Virgin Atlantic also announced on the 22<sup>nd</sup> June that it had ordered ten of the Airbus A330-300 aircraft, to be delivered in 2011. The first five aircraft will arrive in 2011 and five in 2012. The new aircraft, which can seat up to 270 passengers, will operate on many of Virgin Atlantic's existing business and leisure routes worldwide.

### A brief history of Virgin Atlantic

Year	Month	Details
1984	February	Concept of a high quality, value for money airline is first developed.
	March	Licence granted for London (Gatwick) to New York (Newark).
	May	Lease purchase for the first aircraft, a Boeing 747, successfully negotiated.
	June	Virgin takes off from Gatwick starting a regular connection to New York (Newark).
1985	October	Virgin Cargo and Virgin Holidays are established.
	November	Licence granted for London (Gatwick) to Miami.
1986	January	First class sleeper seats installed in Upper Class.
	April	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	UK licence granted for the Boston route.
	September	Virgin's one-millionth transatlantic passenger takes to the air.
1988	March	Licence granted for the Los Angeles and New York (JFK) routes.
	May	Virgin commences charter services to Orlando, Florida.
	September	Lease agreements entered into for the third and fourth 747.
1989	May	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.
	August	Virgin establishes aircraft maintenance facilities for its own aircraft and to provide a service to other airlines.
	September	Virgin doubles its capacity to New York with seven flights a week to JFK.
	October	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	Civil Aviation Authority opens the door to Heathrow for Virgin's award winning operations.
		Launch of new uniform.
	April	Service to Tokyo increases to six flights a week.
	May	Daily service from London Gatwick to Boston starts.
		Virgin obtains seventh and eighth 747s.
	June	Virgin becomes first airline to offer individual TVs to all classes of passenger on wide-bodied aircraft.
	July	Virgin commences services from Heathrow to Los Angeles, New York (JFK) and Tokyo.
	October	Cargo opens its own terminal in Miami.
	November	Cargo opens its own terminal in Los Angeles.
1992	March	Sale of Virgin Music to Thorn EMI for \$880m. Richard Branson pledges to invest proceeds in Virgin Atlantic.
	April	Virgin is first airline to provide child safety seats.
	May	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	Virgin Atlantic launches service between Gatwick and Athens.
	June	Virgin Atlantic is the first airline to introduce a Snooze Zone in Upper Class cabin
	July	Virgin Atlantic introduces Virgin TaxiJet – the bike service to be offered to passengers in addition to the limo service.
	December	HRH Princess of Wales names Virgin Atlantic's first new airbus A340 300.
1994	January	New service launched from London City Airport to Dublin in partnership with CityJet.
	February	Daily service to Hong Kong commences.
		First Boeing 747-400 joins the Virgin fleet.
	May	San Francisco service launched
	June	Virgin Atlantic celebrates 10 <sup>th</sup> anniversary and introduces new global corporate identity.

	<b>October November</b>	Fourth Airbus A340 and second 747-400 join the fleet. Mid Class rebranded Premium Economy.
<b>1995</b>	<b>January April May  June  July  November</b>	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. Codeshare with British Midland commences. Formation of the Asia Pacific – partnership with Ansett Australia Airlines and Malaysia Airlines. New JFK Clubhouse opens.
<b>1996</b>	<b>January February May  June  July October  December</b>	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.
<b>1997</b>	<b>January  March  April May June  July August</b>	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 <sup>th</sup> new 747-400 aircraft. Take delivery of 6 <sup>th</sup> new A340 aircraft. Take delivery of 7 <sup>th</sup> 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 <sup>th</sup> new 747-400 aircraft. New second daily service from Heathrow to Los Angeles. Take delivery of 8 <sup>th</sup> new A340 aircraft. Virgin announces it will become the world-wide launch customer for the new A340-600.
<b>1998</b>	<b>January February March  April  May June  July  September</b>	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 <sup>th</sup> 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 <sup>th</sup> 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.



	<b>October November</b>	Cockpit doors strengthened across fleet and other security measures introduced New safety video onboard Virgin Atlantic offers tickets for £98 with Daily Express
<b>2002</b>	<b>February</b>  <b>July August</b>  <b>October</b>	Frequency increases following September 11 A340-600 order confirmed Launch of the A340-600 for which Virgin Atlantic is the launch customer First commercial flight of the A340-600 to New York 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
<b>2003</b>	<b>February</b>  <b>May</b>  <b>June</b>  <b>July</b>	Virgin Atlantic launches twice weekly services between Gatwick and Port Harcourt, Nigeria Virgin Atlantic launches new Upper Class Magazine - Carlos 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 Virgin Atlantic submits response to Government White Paper on future runway development Richard Branson launches a campaign to keep Concorde flying Virgin Atlantic launches Upper Class Suite – the longest bed flying today Virgin Atlantic announces plans to operate to Australia
<b>2004</b>	<b>January</b>  <b>February March</b>  <b>June</b>  <b>August</b>  <b>October</b>  <b>December</b>	Virgin Atlantic unveils the Virgin Atlantic GlobalFlyer – The Ground Breaking aircraft in which Steve Fossett will attempt the first solo circumnavigation of the world. Virgin Atlantic opens a new Clubhouse at JFK Airport 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. 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. Double Suites are launched onboard aircraft. Virgin Atlantic starts to fit Upper Class Suite onto its Gatwick fleet Virgin Atlantic launches daily services between Hong Kong and Sydney Virgin Atlantic opens new Hong Kong Clubhouse.
<b>2005</b>	<b>February</b>  <b>March June</b>  <b>July</b>  <b>November</b>	Steve Fossett completes his solo circumnavigation of the world in the Virgin Atlantic GlobalFlyer. Virgin Atlantic commences services between London Heathrow and Mumbai. Virgin Atlantic celebrates its 21 <sup>st</sup> birthday by operating a commemorative flight between London and New York with Richard Branson, celebrities and media. Virgin Atlantic launches a weekly service between Gatwick and Nassau. Virgin Atlantic launches a twice weekly service between Gatwick and Havana. Virgin Atlantic launches a weekly service between Manchester and Barbados
<b>2006</b>	<b>February March July September November</b>	Steve Fossett completes the longest flight in the Virgin Atlantic GlobalFlyer Virgin Atlantic commences services between London Heathrow and Dubai Virgin Atlantic commences services between Gatwick and Montego Bay, Jamaica Virgin Atlantic launches its new Premium Economy seats Virgin Atlantic launches direct services between Manchester and St Lucia
<b>2007</b>	<b>April June October October October December</b>	Virgin Atlantic re-launches direct daily services between Heathrow and Chicago Virgin Atlantic launches services between London Heathrow and Nairobi Virgin Atlantic launches services between London Heathrow and Mauritius Virgin Atlantic launches services between Gatwick and Kingston, Jamaica Virgin Atlantic launches its new Upper Class Wing facility at Heathrow Virgin Atlantic launches new terminal at T3 with the Spice Girls
<b>2008</b>	<b>February</b>  <b>May</b>  <b>June September</b>	Virgin Atlantic operates World's First Biofuel Flight from Heathrow to Amsterdam Virgin Atlantic announces increase to beauty therapy service on the ground and ceases beauty treatments inflight Virgin Atlantic celebrates its 24 <sup>th</sup> birthday Virgin Atlantic celebrates 10 years of flying to the Caribbean

	<b>October</b>	Virgin Atlantic launches a second daily Hong Kong service
<b>2009</b>	<b>January</b>	Virgin Atlantic and bmi expand codeshare
	<b>February</b>	Virgin Atlantic celebrates fifteen years of flying to Hong Kong
	<b>May</b>	Virgin Atlantic and South African Airways extend codeshare agreement.
	<b>June</b>	Virgin Atlantic Celebrates twenty years of flying to Tokyo Virgin Atlantic celebrates it's 25 <sup>th</sup> 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 2011.
	<b>August</b> <b>November</b>	Virgin Atlantic and ANA announce codeshare agreement Virgin Atlantic starts flights to Puerto Rico on the 7 <sup>th</sup> November Virgin Atlantic opens new clubhouse at London Gatwick on 23 <sup>rd</sup> November.
<b>2010</b>	<b>January</b>	Virgin Atlantic announces that it will work with Free the Children and Travel Foundation for the next three years
	<b>March</b>	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
	<b>June</b>	Virgin Atlantic announces the opening of a new customer service centre in Swansea.
	<b>July</b>	Virgin Atlantic celebrates 10 years of flying to Las Vegas. Virgin Atlantic celebrates 10 years of flying to Delhi.
	<b>October</b>	Virgin Atlantic unveils new livery and brand identity. Virgin Atlantic launches first global advertising campaign
<b>2011</b>	<b>January</b>	Virgin Atlantic announces code share with Air New Zealand
	<b>March</b>	Virgin Atlantic named 'Travel Brand of the Decade' Virgin Atlantic creates 450 new jobs
	<b>April</b>	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
	<b>May</b>	Virgin Atlantic introduces 2 <sup>nd</sup> A330
	<b>June</b>	Virgin Atlantic celebrates 25 years of flying to Miami

## **The Virgin Atlantic fleet of aircraft**

Virgin Atlantic operates one of the world's youngest fleets of aircraft. Currently the fleet comprises of 38 aircraft, thirteen 747-400s and six A340-300s and nineteen A340-600s. The current average age of the fleet is 6 years and 6 months.

<b>Aircraft</b>	<b>Type</b>	<b>Name</b>	<b>Manuf</b>	<b>Into Service</b>	<b>Configuration (U/C, P/E, E)</b>
G-VFAB	B747-400	Birthday Girl	1994	1994	54/62/228
G-VHOT	B747-400	Tubular Belle	1994	1994	54/62/228
G-VBIG	B747-400	Tinker Belle	1996	1996	54/62/228
G-VTOP	B747-400	Virginia Plain	1996	1997	14/58/380
G-VAIR	A340-300	Maiden Tokyo	1997	1997	34/35/171
G-VSEA	A340-300	Plane Sailing	1992	1997	34/35/171
G-VHOL	A340-300	Jetstreamer	1992	1997	34/35/171
G-VAST	B747-400	Ladybird	1997	1997	14/58/380
G-VELD	A340-300	African Queen	1997	1998	34/35/171
G-VFAR	A340-300	Diana	1998	1998	34/35/171
G-VSUN	A340-300	Little Miss Sunshine	1996	1996	34/35/171
G-VXLG	B747-400	Ruby Tuesday	1998	1998	14/58/380
G-VROS	B747-400	English Rose	2001	2001	14/58/379
G-VGAL	B747-400	Jersey Girl	2001	2001	14/58/379
G-VLIP	B747-400	Hot Lips	2001	2001	14/58/379
G-VROM	B747-400	Barbarella	2001	2001	14/58/379
G-VROY	B747-400	Pretty Woman	2001	2001	14/58/379
G-VWOW	B747-400	Cosmic Girl	2001	2001	54/62/228
G-VSHY	A340-600	Cloud Nine	2002	2002	45/38/225
G-VMEG	A340-600	Mystic Maiden	2002	2002	45/38/225
G-VOGE	A340-600	Cover Girl	2002	2002	45/38/225
G-VFOX	A340-600	Silver Lady	2002	2002	45/38/225
G-VGOA	A340-600	Indian Princess	2003	2003	45/38/225
G-VATL	A340-600	Atlantic Angel	2003	2003	45/38/225
G-VROC	B747-400	Mustang Sally	2003	2003	54/62/228
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	0/59/225
G-KSS	A330-300	Mademoiselle Rouge	2010	2011	0/59/225

### **A340-300 BASIC FACTS**

The Airbus A340-300 is a 4 engined 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 747-400 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 2<sup>nd</sup> 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
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
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

- **India**

Heathrow/Delhi/Heathrow	VS300/VS301
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- **Africa**

Heathrow/Johannesburg / Heathrow	VS601/VS602
Heathrow /Cape Town / Heathrow	VS603/VS604
Heathrow/Lagos/Heathrow	VS651/VS652
Heathrow/Accra/Heathrow	VS657/VS658
Heathrow/Nairobi/Heathrow	VS671/VS672
Heathrow/Accra/ Heathrow	VS657/VS658

- **Asia Pacific**

Heathrow/Tokyo/Heathrow	VS900/VS901
Heathrow/Hong Kong/Sydney/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/Tobago/Grenada/Tobago/Gatwick	VS051/VS052
Gatwick/Havana/Gatwick	VS063/VS064

Manchester/Barbados/Manchester	VS077/VS078
Gatwick/Montego Bay/Gatwick	VS065/VS066
Gatwick/Kingston/Gatwick	VS069/VS070

\*Two services per day, \*\* Four services per day

## Performance Statistics

### **Financial Statistics**

	<b>Group Turnover</b>	<b>Group Profit (Loss) Before Tax</b>
<b>Year ended</b>	<b>(£m)</b>	<b>(£m)</b>
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)

\*\* excluding Virgin Nigeria

### **Passenger Numbers**

<b>Year</b>	<b>Total passengers carried</b>	<b>Total cumulative</b>
1984	124,711	124,711
1985	245,404	370,115
1986	289,060	659,175
1987	464,196	1,123,371
1988	626,319	1,749,690
1989	619,506	2,369,196
1990	837,136	3,206,332
1991	1,044,760	4,251,092
1992	1,239,011	5,490,103
1993	1,398,834	6,888,937
1994	1,679,403	8,568,340
1995	2,029,624	10,597,964
1996	2,293,802	12,891,766

1997	2,806,538	15,698,304
1998	3,206,117	18,904,421
1999	3,622,422	22,526,843
2000	4,280,044	26,806,887
2001	4,105,115	30,912,002
2002	3,808,687	34,720,689
2003	3,850,578	38,571,267
2004	4,330,949	42,902,216
2005	4,519,153	47,421,369
2006	4,940,035	52,361,404
2007	5,710,786	58,072,190
2008	5,777,182	63,849,372
2009	5,469,314	69,318,686
2010	5,522,715	74,841,401

## **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 Fasttack 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 – opens in September 2011.

## **Airline Partnerships**

Virgin Atlantic announced its unique global partnership with Singapore Airlines in December 1999. Under the terms of the deal Singapore Airlines acquired a minority stake of 49% of Virgin Atlantic. The partnership is a perfect match - both airlines have an unparalleled reputation for quality and innovation, and have won countless awards from the travel industry.

The cost of the transaction to Singapore Airlines was £600.25 million, which included a capital injection of £49 million. At the time Virgin reinvested a further £51 million into Virgin Atlantic. This transaction for a minority equity investment valued Virgin Atlantic at a minimum of £1.225 billion.

Virgin Atlantic, the UK's second largest long haul airline, operates a fleet of 38 aircraft to 30 destinations in Africa, Asia, Middle East, North America, the Caribbean and Australia.

The two carriers' route networks do not overlap and are uniquely complementary. Under the terms of the memorandum of understanding, the two carriers have retained their distinctive identities and have continued to develop their own products. The two companies have retained their independent management teams but Singapore Airlines has some representation on the Virgin Atlantic Board of Directors.

Frequent flyers on Virgin Atlantic and Singapore Airlines are able to earn mileage and redeem travel rewards on each other's services. Additionally Virgin Atlantic and Singapore Airlines work together to offer their passengers greater benefits including Round The World fares, access to lounges world-wide, and an increasingly seamless travel experience across their networks.

## **Airline Alliances**

To enable us to offer flights to even more destinations around the world, we have entered into alliances with a number of partner airlines – each hand picked for their high levels of service and customer care. On alliance services connecting with Virgin Atlantic flights we are able to through check passengers and their baggage to their final destination, where local customs regulations permit.

We have synchronised our schedules with those of our partners to enable us to offer passengers the shortest possible connections between our services. Passengers are also able to earn and redeem Flying Club miles on our alliance services, subject to the terms and conditions of individual Agreements.

### **Singapore Airlines**

Our code share agreement with Singapore Airlines enables Virgin Atlantic passengers to purchase tickets in Economy and Business class on Singapore Airlines services from both London Heathrow and Manchester to Singapore and passengers can now travel between both London and Manchester to Sydney, Melbourne, Adelaide, Brisbane and Perth (can only be sold in connection with VS Codeshare flights from Heathrow/ Manchester to Singapore).

### **British Midland**

Our Code share arrangement with British Midland allows customers greater access and seamless transfers onto our worldwide network of services from Heathrow in Economy and Business Class. Our partnership with British Midland includes flights from Dublin, Berlin, Vienna and Hanover and domestic connections to and from Aberdeen, Belfast, Edinburgh, Glasgow and Manchester via Heathrow. Customers can also fly from Amman, Beirut, Tehran, Yerevan and Damascus onto Virgin Atlantic services world wide.

### **Continental Airlines**

Virgin Atlantic's Codeshare Agreement with Continental Airlines allows us to jointly offer high quality, high frequency services to New York. We sell seats in Economy class and BusinessFirst on one Continental operated London Heathrow - Newark services allowing us to make six daily services available to NYC. Virgin Atlantic code share on Continental services from Newark to various domestic

destinations in the US . These services can only be sold in connection with the Virgin Atlantic's VS1/VS2 Heathrow -Newark services.

### **South African Airways**

Virgin Atlantic's Code share agreement with South African Airways enables passengers to connect between Virgin Atlantic services to and from Johannesburg, and South African services between Johannesburg and Cape Town, Durban, Port Elizabeth and East London. Both airlines code share on each other's London-Cape Town service.

### **US Airways**

Virgin Atlantic's code share agreement with US Airways enables customers seamless connections between Virgin Atlantic services from Los Angeles, San Francisco, and Las Vegas, onto US Airways services to Phoenix.

### **Jet Blue**

Virgin Atlantic's interline partnership with Jet Blue links the networks of two of aviation's most iconic brands. Travellers can connect with ease from London, Glasgow and Manchester on Virgin Atlantic onward to JetBlue's domestic services serving destinations including Baltimore, Maryland; Charlotte, North Carolina; Chicago, Illinois; San Diego, California; San Juan, Puerto Rico; and Tampa, Florida.

### **Virgin Blue**

Virgin Atlantic's Code share agreement with Virgin Blue enables customers to connect between Virgin Atlantic services to and from Sydney with Virgin Blue flights between Brisbane, Adelaide, Cairns, Melbourne, Canberra and Gold Coast.

### **Air China**

Virgin Atlantic's Code share agreement with Air China enables customers to purchase flights between London Heathrow and Beijing, complimenting Virgin Atlantic's daily flights into Shanghai. Air China will code share on Virgin Atlantic's daily services between London Heathrow and Shanghai.

**All Nippon Airways**

Virgin Atlantic's agreement with All Nippon Airways offers customers a double daily Heathrow to Tokyo Narita service in Economy and Business Class.

**Jet Airways**

Virgin Atlantic code share on Jet Airways double daily service from Heathrow to Mumbai. This allows good connections between Mumbai and Virgin Atlantic's US network in Economy and Business Class.

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## **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.

### **THE UPPER CLASS SUITE:**

- The Upper Class suite is different to anything else flying today. The product 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 COMPARISONS:**

- The seat is 2" wider than British Airways' First Class seat and the bed is 3.5" longer, and 3.5" wider in the lower bed area.
- The seat is 2" wider than the First Class seats offered by 10 major airlines including British Airways, Lufthansa, United Airlines, and American Airlines.

### **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.

## **Upper Class**

- 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 Freedom menu offers a wide selection of light bites, main meals and snacks which can be ordered at any time during the flights allowing the passenger to eat what they want when they want. A good night flight service is also offered to passengers on 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. The items above are viewed by passengers as the essentials they need to receive on a flight. We also offer passengers pens, lip balm, moisturiser and stain remover if they require these items.
- 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.

## **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 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.
- 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 *flyingclub*, 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.

### **VIRGIN ATLANTIC AIRBUS A330 INFLIGHT ENTERTAINMENT FACT SHEET**

#### **General**

- Virgin Atlantic has always led the industry in inflight entertainment and technology.
- The airline has achieved many 'firsts' including:
  - 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

#### **A330 Inflight Entertainment System**

- Each A330 aircraft will have Jam – Virgin Atlantic's brand new inflight entertainment system developed with Panasonic. Passengers can swipe across screens, scroll through text and instantly jump around the system, with a touch of a fingertip, using the sharpest graphics and full scale screen animations.
- The airline is the first carrier in the world to adopt this cutting edge technology

#### **Key Highlights of the system**

- The system is simple and intuitive to use with touch screen navigation in all classes.
- Passengers can swipe through programme covers – similar to their day-to-day technology on the ground like iPhones and iPads.
- All content available quickly and easily
- The system has been extensively user tested to ensure all passengers will be able to use it straight away – even technophobes!
- The seat back screens will be 9" in Economy, 10.6" in Premium Economy
- Passengers can connect their own devices to the seat back system – iPods, USBs, camcorders etc

#### **Key features:**

#### **Content Rating**

Passengers can now rate what they watch or listen to, by choosing a simple thumbs up or down at the end of each movie, TV show or CD. This will help to inform future passengers on their choices of what to watch

### **Easy searching and selection**

Cover art represents each Movie, CD or TV show or alternatively choices are listed by genre, A-Z and passenger ratings to help passengers find what they want to watch more easily and quickly.

### **Reviews & Interviews**

Passengers can refer to reviews by respected film critics or get more background info on a film by watching an interview with the cast and directors – just like the DVD extras section.

### **Virgin Loves**

With up to 300 hours of entertainment at passengers' finger tips the choices can be overwhelming. The Virgin Loves section makes recommendations which highlight the upcoming directors, bands and new shows we've picked out, plus the hidden gems. Kids even have their own menu system with specially selected entertainment and games.

### **Save For Later**

Passengers can browse through the extensive range of entertainment and create a playlist where everything they want to watch during the flight is saved in one place.

### **Much more than just movies:**

The system also offers the following:

- **USB Player** – passengers can bring their own USB and plug it into their seat to play their own music or display their photos and documents. This will be available on all seats in all classes
- **iPod Player** – allows passengers to play their music, video and photos stored on their iPod on the seat back screen. This will initially be available to Premium Economy passengers and rolled out to Economy passengers later in 2011
- **Camera and camcorder player** – passengers can plug their camera or camcorder into the seat to view their holiday photos and videos on the seat back screen. This will initially be available to Premium Economy passengers and rolled out to Economy passengers later in 2011
- **The Travel Tip Catcher** - Allows passengers to read and share their travel tips whilst it is fresh in their mind.
- **Live news updates** - updated during the flight including the latest News and Sports Radio bulletins from Sky News.
- **Destination videos** – Virgin Atlantic produced destination guides
- **Map** - the popular and interactive map

### **Coming soon.....**

- **Connectivity** - airline is soon to be introducing the technology on its A330 aircraft which will enable passengers to email, SMS and the option to make phone calls from 35,000ft using their own mobile phone.

- **An E-reader** - to display digital newspapers and magazines on the seatback with touch screen technology to turn the pages.
- **Enhanced Connectivity Features** – Use of Twitter and Facebook onboard

## 1 **v:port**

This system is onboard some 747-400s and all A340-600s. It offers 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.

### **What it features:**

Over 300 hours of video content

A jukebox with over 150 CDs. Passengers can listen to an entire CD or just an individual track. Passengers can build their own playlist, or listen to one of our pre-programmed playlists, comprising of specially selected tracks.

A selection of audio books.

20 computer games, some of which are multi-player.

A Quick Find facility that allows passengers to search the video and audio content quickly.

A dedicated Kids Zone that has its own menus and contains programming suitable for children and a parental block.

Laptop power is available in Upper Class and Premium Economy cabins on aircraft operating from Heathrow.

IMap is a fully interactive map application - not only can passengers track their flight, but they can also roam around the world, zoom in on different destinations and points of interest

Air to ground send and receive SMS text messaging to mobile phones and email addresses.

Seat to seat message facility

Live Text News facility providing passengers with round the clock news stories which are updated hourly!

27 destination guides.

In-seat phones

## **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
- 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 the Heathrow, Gatwick, JFK, Washington, Narita and Hong Kong Clubhouses. WiFi is currently being rolled out across all the clubhouses.

- Check-in at lounge for passengers with hand baggage only where possible
- TV, video, games
- Toilet & showers

## **Upper Class lounges**

### **The Virgin Clubhouse at Heathrow**

The Virgin Clubhouse at Heathrow opened in March 2006. The £11m flagship lounge, which is over 2,500 square metres 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 and secretarial support. Alternatively, passengers can press a concierge button on any phone situated around the lounge for service at their seat.

**Cowshed at the Clubhouse** – A range of treatments available for both men and women. The range of treatments available is:

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.

Collagen eye treatment – shoulder massage, double cleanse, pressure point massage around eyes & collagen eye mask.

Manicure – file tidy, cuticle clean up, hand & arm massage or polish

Pedicure – cleansing & exfoliating foot soak, file tidy, cuticle clean up, refreshing leg massage or polish.

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 video projection 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.

**Sky Lounge** – Hideaway mezzanine at the top of a white staircase with loungers, daybeds and leather seating, a skylight and full width sloping windows.

**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** – Two stations offering healthy and indulgent snacks as well as selection of drinks and bottled water.

**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 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-serviced 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 Cowshed 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:

- Special children's meals – plain food designed to appeal to children.
- KiDs brightly coloured record bag containing:
  - Watch
  - Reading book
  - Baseball cap
  - Pop a point pencil
  - Magazine
  - Love Heart sweets
- Virgin Atlantic's award winning inflight entertainment gives kids a superb selection of the latest movies as well as their own dedicated TV channels.
- Unaccompanied minors programme, including 'Virgin Aunties', for groups of unaccompanied minors on all routes.
- 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 frequent flyer programme and it's one of the most generous around. Every time you take a qualifying flight with us or our wide range of partners you can earn miles which can be spent on a wide range of rewards.

As soon as you join Flying Club, you'll become a red member and be entitled to some great benefits such as regular news and offer updates, access to your Flying Club account online, and the use of a dedicated helpline.

Once you move up to *Flying Club Silver* you'll get all the benefits of *Flying Club Red*, plus a good deal more, designed to make your travelling experience even more enjoyable. Benefits include: Use of Premium Economy Check In on every Virgin Atlantic flight (regardless of your class of travel), upgrades for the Gatwick and Heathrow Express train services and much more.

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), use of Virgin Clubhouses around the world, bonus miles when flying with us and many more exclusive entitlements.

You can ensure that whatever your travelling habits, Flying Club and its partners can offer you a wide range of benefits and rewards to meet your personal travel needs.

For more information please go to [www.virginatlantic.com/flyingclub](http://www.virginatlantic.com/flyingclub)

### **Flying Co.**

Virgin Atlantic has a sales incentive designed especially for small and medium-sized businesses under the new brand flying Co.

Flying Co is a unique incentive for smaller businesses because miles are earned twice over. Not only does each business traveller earn miles for their business as a member of Flying Co, but they also earn miles for themselves as members of Flying Club, our frequent flyer programme.

Flying Co miles can be redeemed on rewards including Virgin Atlantic flights, Virgin Atlantic flight upgrades, chauffeur driven car transfers, London Heathrow and Gatwick Clubhouse invitations, bmi flights, Eurostar tickets and Hertz car rental.

Visit [www.virginatlantic.com/flyingco](http://www.virginatlantic.com/flyingco) for more information

## **Environmental and recycling programme**

### **Virgin Atlantic Business Sustainability– Change is in the Air**

*“We want our passengers to feel sure that we are making every effort to become the most sustainable airline in the world, and to reduce the impacts of aviation on our environment. While we know we still have lots to do, we’re working hard on a range of changes across the business.”*

Steve Ridgway, Virgin Atlantic CEO

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](http://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 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. And 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**

### **2011**

#### **CIMITG Awards March 2011**

Brand of the decade- Virgin Atlantic

#### **Treasury Today Adam Smith Award May 2011**

Harnessing the Power of Technology

#### **Ultra Travel Awards May 2011**

Best Cabin Crew

#### **Ultra Travel Awards May 2011**

Best Airport Lounge

### **2010**

#### **British Travel Awards**

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

#### **The World Travel Awards**

Leading Transatlantic Airline

#### **Travel agents choice awards**

Best Scheduled Airline Transatlantic  
Best Schedule Airline Caribbean

#### **World Airline Awards**

Best Transatlantic Airline

#### **UltraTravel Awards**

Best Airline Lounge

#### **Nesta**

Named one of Nesta's  
open innovation companies

#### **UK Customer Service Index**

Top Airline

#### **Tripadvisor**

Tripadvisor's Favourite Airline

#### **WAEA Awards**

Best in Region-Europe

#### **OAG**

Transatlantic Airline of the Year

#### **BSC Awards**

IT project Team of the Year

#### **Travel Bulletin Star Awards**

Star Leisure Airline

#### **UltraTravel Awards**

Best Airport lounge

### **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

#### **Business Traveller Awards**

Best Premium Economy & Best Airport Lounge

### **2008**

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

Best Long-haul Airline

#### **Chinese National Geographic Traveller 2008**

Narita Airport Clubhouse awarded the best designed clubhouse

#### **OAG Airline Industry Awards**

Best Airline in Europe

#### **Design Week Awards**

Hall of Fame – Design Excellence

#### **Design Management Europe Awards**

Large Company award for Design Management

#### **DBA Design Effectiveness Awards – Bronze**

Narita Tokyo Clubhouse

#### **DBA Design Effectiveness Awards – Gold**

Premium Economy Super Seat

#### **Wallpaper Magazine**

World's Fastest Airport Check in for  
The Upper Class Wing at Heathrow

#### **Red Dot Award – Product Design Distinction for High Design Quality**

The Base, Staff Training Facility

#### **Rough Guides**

Voted most child-friendly airline

**Business Travel World Awards**

Best Long-Haul Business Airline

**Globe Travel Awards 2008**Best Scheduled Airline to US/Canada  
Favourite Airline**Skytrax 2008 World Airline Awards**

World's Best Business Class Lounge

**Business Destinations Travel Awards 2008**

Best Longhaul Airline

**2007****World Travel Awards 2007 - US**

World's Leading Airport Lounge

**Zagat's 2007 Global Airline Survey - US**

Best Frequent Flier Program in the World

**Travel & Leisure's 2007 Global Vision Awards - US**

Corporate Initiative for Environmental work

**Business Travel Awards 2007**Airline 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**Business Traveller Awards**Best Business Class  
Best Premium Economy**Travel Trade Gazette Awards**

Best Business Airline

**Conde Nast Reader Travel Awards**

Best Leisure Airline – long-haul

**Red Dot Awards**

Product Design – LHR Clubhouse

**D&AD Awards**

Environmental Design – LHR Clubhouse

**Jet Set Airline Awards - US**

Winner of eCityofStyle 2007 Jet Set Airline Award

**Lighting Design Awards 2007**

Isometrix Lighting &amp; Design for the LHR Clubhouse

**Design Week Awards**Best of Show – LHR Clubhouse  
Hospitality Environmental – LHR Clubhouse**Travel Weekly's Readers Choice Awards - US**

Best International Airline

**Travel Weekly Globe Awards**

Best Scheduled Airline to USA/Canada

**TTG Business Travel People Awards**

Best Sales Team

**2006****Buying Business Travel Diamond Awards**

Best Business Airline

**Buying Business Travel Diamond Awards**

Best Transatlantic Airline

**FX Design Award**

Winner - Best Leisure or Entertainment Venue

**Campaign Poster Awards**

5 Awards – Advertising

**Group Leisure Magazine Awards**

Best Airline for Groups

**TTG Awards**

Airline of the Year - Business

**Business Traveller**Best Business Class  
Best Premium Economy**Conde Nast Traveller Awards**

Top Business on Transatlantic routes

**BACA 'Excellence Awards'**

Best Passenger Airline

**Business Travel World Awards 2006**

Best Long-haul Business 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**Air Carrier International - Air Cargo World**

Award for Excellence - Virgin Atlantic Cargo

**2006 US Awards****Business Traveler's Reader's Choice Awards****Best Business Class in the World**

Best Premium Economy

**Forbes**

Best Business Class

**Conde Nast Traveler**

Top Business Class on Transatlantic Routes

**Skytrax 2006 World Airline Awards**

World's Best Business Class Lounge

**North American Travel Journalism Association**  
Best Foreign Airline

**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

## 2005

**DBA Design Effectiveness Awards**  
Industrial Product – Upper Class Suite

**Business Traveller Awards**  
Best Premium Economy Class

**New Media Age Effectiveness Awards 2005 - Travel Category**  
Virgin Atlantic Web site redesign

**Lighting Design Awards**  
Transport Lighting – Upper Class Suite

**Air Transport World Awards**  
Passenger Service Award

**International Forum (IF) Design Awards**  
IF Product Design – Upper Class Suite

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

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

## 2004

**Wallpaper Design Awards**  
Most Life Enhancing Item – Upper Class Suite

**BSME Awards – Editor of the Year**  
Michael Jacovides – for Carlos

**TTG Awards**  
Best Long Haul Scheduled Airline

**Travel Bulletin Awards**  
Top Leisure Scheduled Airline

**Business Traveller Awards**  
Best Premium Economy Class

## **Magazine Design Awards**

Best Design Magazine of the Year – Carlos  
Best Use of Illustration - Carlos  
Best Designed Customer Magazine - Carlos

## **IDEA Awards**

IDEA Gold Award – Transport Design – Upper Class Suite

## **Red Dot Awards**

Best of the Best high Quality Design – Upper Class Suite Interior  
Best High Quality Design –Upper Class Suite

## **ID Annual Review Awards**

Best in Furniture – Upper Class Suite

## **Group Travel Awards**

Best Airline for Groups

## **The Design and Art Direction Awards**

Transport Product Design - The Upper Class Suite

## **The Guardian Travel Awards**

Best Business Airline

## **Communicators In Business Awards**

Internal Online Publications – Verb Online

## **Design Week Awards**

Industrial Product Design winner –Upper Class Suite  
Editorial Design winner – Carlos

## **Business Travel Awards**

Best Long Haul Business Airline

## **Travel Weekly Awards**

Best Transatlantic Airline

## **Recruitment Advertising Awards**

Graduate / trainee – Engineering Apprenticeships  
General Appointments – Hairdressers ads  
Hospitality / Travel / Leisure – IFBT ads

## **Cargo Airline of the Year Awards - Air Cargo News**

Best Cargo Airline to North America - Virgin Atlantic Cargo  
Best Cargo Airline to the Far East - Virgin Atlantic Cargo

## **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.

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.