



## Virgin Atlantic Airways – Company Overview

### General Information

Since it was founded in 1984, Virgin Atlantic Airways has become Britain's second largest carrier serving the world's major cities. Now based at London's Gatwick and Heathrow airports and Manchester airport, it operates long haul services to thirty destinations world-wide as far apart as Las Vegas and Shanghai.

Virgin Atlantic has enjoyed huge popularity, winning top business, consumer and trade awards from around the world. The airline has pioneered a range of innovations setting new standards of service, which its competitors have subsequently sought to follow. Despite Virgin Atlantic's growth the service still remains customer driven with an emphasis on value for money, quality, fun and innovation. Virgin Atlantic has carried around 58m passengers since it began operations and now employs over 9000 people worldwide.

### Company history

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 as a leading light in the world of pop and rock music. 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".

### Routes

Now based at London's Heathrow and Gatwick airports and Manchester, it operates long haul services from Heathrow to New York (Newark and JFK), Los Angeles, San Francisco, Washington, Boston, Miami, Chicago, Tokyo, Hong Kong, Johannesburg, Cape Town, Nairobi, Shanghai, Delhi, Mumbai, Lagos, Mauritius, Sydney and Dubai. Virgin also operates services from Gatwick to Orlando, Barbados, St Lucia, Antigua, Las Vegas, Grenada, Tobago, Cuba, Montego Bay and Kingston. Virgin Atlantic also operates a service from Manchester to Orlando, Barbados and St Lucia.

Virgin Atlantic's thirty routes worldwide are broken down as follows:

10 routes to the US  
 6 Asia Pacific routes  
 4 African routes  
 1 Indian Ocean route  
 1 route to the Middle East  
 8 Caribbean destinations

**Ownership**

Virgin Atlantic is 51% owned by the Virgin Group and 49% owned by Singapore Airlines. 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.

**Product**

Virgin Atlantic offers three classes of travel - Upper class, Premium Economy and Economy all with award-winning inflight entertainment.

**Aircraft Orders and Fleet**

Virgin Atlantic currently has a fleet of 38 aircraft, which includes thirteen Boeing 747s and six Airbus 340-300s and nineteen Airbus A340-600s. The airline announced in March 2007 the order of 15 of the 787-9 Dreamliners – with options on ordering another eight 787-9 and purchase rights on a further 20 aircraft. The order will see Virgin Atlantic take delivery of its new planes between 2011 and 2014. The airline also has six A380 aircraft on order until 2013.

**Recent Financial**

Y/E Apr	2004	2005	2006	2007	2008
PAX NO (cal year)	4.3m	4.4m	4.6m	5.1m	5.7m
TURNOVER	£1272m*	£1630m	£1912m	£2140m	£2336m
PROFIT/(LOSS)	£20.9m*	£20.1m**	£41.6m**	£46.8m***	£60.9m***

\* ten months end Feb 2004

\*\* pre-tax profits before exceptionals

\*\*\* Excluding Virgin Nigeria