



Virgin Holidays Fact sheet

Virgin Holidays was formed in 1985 following the creation of Virgin Atlantic Airways with a view to selling 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 tour operators in the UK, providing tailor-made holidays World-wide.

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" our customers have come to expect whatever destination they choose. Furthermore, the brand has become synonymous with honesty and reliability, delivered with a sense of fun and an innovative twist.

Since its creation, Virgin Holidays has gone from strength to strength. The company now offers an extensive selection of holidays to mainland USA, Canada, Florida, Caribbean and South Africa. In addition, a well-established ski programme and 'taste of adventure' product have enabled the brand to ensure that travellers' lifestyles are reflected in the offerings sold.

The worldwide product offering has grown extensively, and 2007 saw the addition of a direct service to Mauritius and a brand new Indian Ocean selection to match. Other new destinations include: Madagascar, Malaysia, Reunion and bigger and better adventures in Kenya, Thailand and even Panama. The company's latest partnership with Intrepid Travel offers 'Real World Adventures' for the young and adventurous.

As the number of featured resorts has grown, so has the number and type of passengers that choose Virgin Holidays. In 1986, Virgin Holidays carried just over 14,000 passengers, this year the company is expected to carry around **400,000** passengers. A clear indication of the high passenger loyalty and the enviable level of repeat business that Virgin Holidays receives can be seen by the growing membership of the Frequent Virgin Club.

Virgin Holidays has become one of the largest and most successful transatlantic tour operators in the UK, holding the position of market leader to Florida, USA and Caribbean. The future will see the brand cement its place as an operator offering a comprehensive world-wide product. This year saw the company scoop the prestigious "Best Long Haul Tour Operator" at the 2008 TTG Awards for the

second year in a row. This trade endorsement, from the agents on the front line, ensures that consumer satisfaction is matched by strong ties with Industry partners. The consumer 'nod' came soon after with the British Travel Awards, where the business scooped the 'Best Tour Operator to the USA and Canada', 'Best Tour Operator to the Caribbean' and the 'Best Weddings and Honeymoons Tour Operator'.

Spring 2008 saw another 'first' from Virgin Holidays, with the launch of V ROOM, a dedicated lounge for Virgin Holidays customers with three areas – kids, adults only and family. And in September 2008 a new partnership with Hip Hotels – each customer is provided with a personal Travel Guru who locates the hippest hotels, the most extraordinary design and architecture, and the most enticing locations, to the customer's exact specifications. With a Travel Guru from start to finish, customers will have the world the way they want it – from guest lists in New York, to wine lists in the Bahamas, spa lists in Hong Kong or piste lists in Aspen.

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