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Published on *Virgin Australia Newsroom* (<https://newsroom.virginaustralia.com>)

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Velocity Frequent Flyer, the award-winning loyalty program of Virgin Australia¹, today announced a partnership with Alitalia's MilleMiglia program which will see members of both programs enjoy new benefits and full reciprocity across each other's networks.

The frequent flyer agreement follows on from a new codeshare partnership between Virgin Australia and Italy's national carrier, Alitalia, announced in April 2016.

From today, Velocity members will be eligible to earn Velocity Points and Status Credits on all Alitalia operated services, while MilleMiglia members will be able to earn Miles on all Virgin Australia domestic, short and long haul international services.

Velocity and MilleMiglia members will also be able to use their points to purchase Reward Seats on each other's flights in Economy, Premium Economy or Business Class.

Velocity Frequent Flyer CEO Karl Schuster said: "We are thrilled to extend the bilateral agreement between Virgin Australia and Alitalia announced in April to our Velocity members.

"To be able to access 10 of Alitalia's premium lounges located across Italy and in New York will provide a more seamless and enjoyable travel experience for Velocity Platinum and Gold members.

"We look forward to welcoming eligible members of MilleMiglia into Virgin Australia's 12 stunning lounges across Australia. We are committed to rewarding our members in innovative ways and giving them more options to explore our growing international network," Mr Schuster said.

In addition to lounge access, Velocity Platinum and Gold members will receive priority check-in and priority boarding. Platinum, Gold and Silver members will receive an increased checked baggage allowance.

For more information visit www.velocityfrequentflyer.com [3] or www.alitalia.com [4]

¹Velocity Frequent Flyer was awarded Program of the Year and Best Redemption Availability in 2016, 2015, 2014 and 2013, and Best Customer Service in 2016, 2015 and 2014 at the Freddie Awards.

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