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Virgin Australia Group Chief Commercial Officer, Dave Emerson, has today announced the re-opening of premium Club lounges in Melbourne, Sydney and Brisbane, by the end of March 2022.

"As the nation's vaccination rates increase, so too will our opportunities to travel more freely, and we are working hard to be in prime position for when that day comes. One important element of planning for the future is making sure we have the right product for our customers, and therefore we have recently undertaken an in-depth review of our Club loyalty program," said Mr Emerson.

"As part of the review, we asked a group of our most frequent flyers what they valued about The Club loyalty program and we've been blown away by the passion and enthusiasm they have for the program and our wonderful airline.

"The deep appreciation for the Virgin Australia personalised service and the joy they get from travelling through our exclusive and premium lounges has been humbling, and are a key reason why many of our Club members choose to fly with us.

"Overwhelmingly, 95 per cent of these frequent flyers said they would recommend the Club

loyalty program to their friends or colleagues and that really demonstrates just how important the program is in our business eco-system going forward, particularly with our corporate and government clients.

"As Australia's most loved airline, we are committed to listening to our customers. Therefore, we are going to re-open premium lounges in Melbourne, Sydney and Brisbane by the end of the first quarter of 2022, when we expect that business travel demand will have recovered.

"And with Virgin Australia corporate airfares now up to 67 per cent cheaper than our competitor, it's going to be hard for any business leader to consider travelling with another airline.

"Unfortunately, while Canberra and Perth are a really important part of the Virgin Australia network, standalone premium lounges in these airports are not commercially feasible and regrettably they will not re-open. We are currently exploring some fantastic options to provide a premium service dedicated to our most loyal members travelling through these cities, and of course, they will continue to have access to our domestic lounges in these airports.

"We will also retire The Club? brand name for a new and fresh brand that reflects our future direction and our heartland customers, which will be launched at the same time our premium lounges re-open.

"Loyalty works both ways and we're extremely focussed on delivering to our customers the best value and the best experiences when they choose to fly with Virgin Australia. Our unrivalled corporate airfares and premium loyalty program are a testament to that," he said.

NOTES TO EDITOR

- Virgin Australia is built on loyalty to our customers and following extensive review and consultation (written, survey and dedicated feedback sessions) with the airline's most frequent flyers, premium Club lounges in Melbourne, Sydney and Brisbane will re-open by the end of the first quarter of 2022, once it is expected corporate and Club member travel demand has recovered. The Club lounges first closed on 23 March 2020 at the height of the COVID-19 pandemic.
- Regrettably, Club lounges in Canberra and Perth are not commercially viable due to high operating costs and low visitations, and they will not re-open. Virgin Australia is currently investigating alternatives to provide a premium experience for Club members travelling through these cities.
- As part of the Club loyalty program review, Virgin Australia will retire 'The Club' brand name for a new and fresh name that reflects the airline's future direction. The new brand, along with updated loyalty benefits and eligibility criteria, and the future premium lounge offering, will be announced soon.
- While Club lounges have remained closed, members have continued to enjoy the airline's domestic lounges throughout Australia as well as Club loyalty benefits, including a dedicated phone concierge service, and complimentary Business Class

upgrades.

- A recent survey found that 95 per cent of Virgin Australia's most frequent flyers would recommend the premium loyalty program (formerly known as The Club) to their colleagues or friends. An independent research study by Butler Caroye also found that on average Virgin Australia corporate airfares are up to 67 per cent cheaper than their competitor.
- Since the relaunch of Virgin Australia in November 2020, the airline has conducted a month's long review of its loyalty programs and Velocity Frequent Flyer has entered into new partnerships with household name brands, including 7-Eleven, Youfoodz and Medibank.

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