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Virgin Australia onboards new Economy airfares to offer more options and great value ^[2]

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- Virgin Australia has overhauled its Economy airfares to introduce three new fare types ? Economy Lite, Economy Choice and Economy Flex ? which allow customers to choose the option which best suits them.
- The new fares put choice in the hands of customers, enabling them to fly with Virgin Australia, their way.
- The move adds to Virgin Australia?s unique offer as the only Australian airline to offer Economy, Economy X and Business Class seat choices plus making it possible to buy a seat-only Economy fare in addition to the choice of a great value all inclusive fare.
- The new fares are based on the airline?s ongoing product and pricing review which found nearly one in every three customers don?t bring a checked bag when they travel^[1].
- The new fares will reduce the lowest lead-in fare (the seat-only Economy Lite) to just \$59^[2], a 33 per cent reduction compared to September 2019 prices.
- Irrespective of fare type, ?guests will be able to earn Velocity Frequent Flyer Points?and Status Credits with every booking.

Thursday?19?August:?Flying?with?Virgin Australia is even more affordable?and passenger-friendly?than ever before, following the introduction of a new range of Economy airfares?giving Aussie travellers?and businesses?greater choice and more options.

From today, Virgin Australia is introducing brand new Economy fares including Economy Choice, Economy Flex and Economy Lite, each of which will offer different booking options.

Travellers will continue to receive 23 kilograms of checked baggage and seat selection when they book an Economy Choice or Economy Flex fare. Economy Choice will also offer bonus Velocity Frequent Flyer Points and Status Credits and booking flexibility for changes up to 14 days prior to departure without paying a fee.

Following a review of fares, pricing and bookings, which found that an average of 30 per cent of customers did not use their checked baggage allowance, the airline is also introducing an Economy Lite seat-only fare, giving travellers the option to remove the unwanted cost of checked baggage from their ticket price.

The move positions Virgin Australia as the only Australian airline to offer Economy, Economy X, seat-only Economy fares and Business Class, giving customers the most diversified range of airfare options in the domestic market. It will also bring Virgin Australia in line with most major US and European carriers.

The new fares will reduce Virgin Australia's lowest lead-in Economy fare to just \$59, which is a 33 per cent reduction when compared to September 2019 prices.

A Virgin Australia Group spokesperson said the new fares follow an extensive review of the airline's fare pricing and structure.

We discovered that nearly one in every three Virgin Australia customers don't bring a checked bag when they travel, despite a bag allowance built in to their airfare. On flights between Melbourne, Sydney and Brisbane, that number is even higher.

Today we're putting the power back in the hands of our customers by leaving it up to them to choose what they want. If they don't want a checked bag or seat selection, they won't have to pay for it - it's that simple. If they prefer to keep the extras, there are great value inclusive fare options available.

Every customer is unique and has different needs and budgets, and we want to welcome all of them onboard to experience our award-winning service, in the way that best suits them, they said.

Today's announcement will see Virgin Australia customers, regardless of the fare type they purchase, continue to enjoy the Virgin Australia experience they've come to know and love - on-time performance, award-winning cabin crew service, complimentary tea, coffee and water on all flights, and Velocity Frequent Flyer Points and Status Credits earn with every booking.

Equally, Virgin Australia Club members, eligible Velocity Frequent Flyer and Lounge members will continue to be welcomed to enjoy the airline's premium and domestic lounges, irrespective of the ticket they buy.

The introduction of the new Economy fares follows the announcement earlier this week that Virgin Australia will retain its premium loyalty program and premium lounges (formerly known as The Club) in Melbourne, Sydney and Brisbane.

More information on Virgin Australia's new Economy airfares can be found [here](#) [3].

MORE INFORMATION

- Major US, Pacific and European airlines who offer similar domestic airfare optionality, include Delta Air Lines, American Airlines, JetBlue, Air New Zealand and Lufthansa.
 - The new Economy airfares will go on sale today, with travel from select dates as follows:
 - Economy Choice and Flex from today (19 August 2021)
 - Economy Lite from 20 September 2021 (following a system enhancement)
 - Economy Lite will only be available to book directly at www.virginaustralia.com [4] with the fare subject to availability on selected travel dates and destinations
 - For bookings made from 19 August 2021, Velocity members will earn an increased number of Status Credits when flying on a Choice or Flex fare on selected routes, making it easier for members to reach their Status goals.
 - Virgin Australia continues to offer unlimited booking flexibility on all airfares for travel up to 28 February 2022. The flexibility offered within the Economy Flex fare will be permanent.
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[1] based on average customer checked baggage data from CY19 to CY21YTD

[2] 2 Economy Lite fares are available for purchase from 19 August 2021, for travel from 20 September 2021. Available on selected routes and for certain travel dates. 33% reduction in lead-in fares are compared to Getaway fares on the same route in September 2019. \$59 price point based on a one-way Economy Lite fare from Sydney to Ballina-Byron booked at virginaustralia.com. Subject to availability. Payment surcharge may apply. Seat selection and checked baggage are not included in Economy Lite fares. Full T&Cs at www.virginaustralia.com [4]

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[3] <https://beta.virginaustralia.com/au/en/travel-info/flying-with-us/fare-types/domestic-fares>

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