



11 November 2021 | [Customer](#) ^[1]

Virgin Australia unveils interior design prototype of the future ^[2]

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- Virgin Australia unveils brand-new aircraft interior design prototype with up to 40 per cent extra ability to recline in Business Class.
- Two Boeing 737-800 aircraft in the airline's fleet have been fitted with the new seats and interior features, as part of an initial trial.
- Following feedback from the trial, Virgin Australia will consider the design for future aircraft acquired as part of the airline's fleet expansion, which is already underway.

Thursday 11 November 2021: In a video released on TikTok today, Virgin Australia has exclusively unveiled its new interior design prototype, featuring a refreshed seat experience which will initially be trialled on two of the airline's nine new Boeing 737-800 aircraft.

Mirroring the configuration of Virgin Australia's existing Boeing 737-800 fleet interior, eight new Business Class and 162 Economy seats have been fitted with the distinctive new horizontal rib design, providing guests added support and comfort when they fly.

In a nod to Virgin Australia's existing signature design elements, the famous purple LED interior lighting that adorns Virgin Australia aircraft has returned, and an embossed leaf pattern design which is evident in majority of the airline's airport lounges has been pressed into the Economy headrests.

Business Class features

Business Class seats boast an extra recline of seven inches, which is up to 40 per cent more than current Business Class seats, as well as a customisable leg and footrests for additional comfort while travelling.

Along with enhanced seating features, the airline has fitted the prototype cabin with self-deployable, non-slip cocktail tables, perfect for a pre-departure bubbles, as well as movable tray tables with in-built device holders ? assisting in maximising space and usability during meal service.

There are also additional in-seat storage cubbies for personal items, including a high-powered USB charging port.

Economy features

In a first for Virgin Australia, the airline's Economy cabin seating features a seatback device holder, which accommodates everything from a small smartphone to a larger tablet, making the use of personal devices for entertainment in the air easier than it has ever been before.

Another noticeable feature is the upper safety card and menu stowage, freeing up seat pocket space for the safekeeping of personal belongings.

Guests who upgrade to Economy X will still enjoy stretching out with 40 per cent extra legroom.

Commentary

Virgin Australia Group Chief Customer and Digital Officer, Paul Jones, said the new interior added to a long list of customer enhancements the airline has rolled-out since relaunching almost 12 months ago.

?We are excited to unveil our new interior prototype which we are going to trial over the next few months,? said Mr Jones.

?Virgin Australia is committed to being a customer-led business, so once we receive feedback from our guests and crew, we'll consider implementing elements of the new design as our fleet grows.

?We can't wait for guests to experience the new interior for themselves if they're lucky enough to fly on either of the two aircraft that have initially been fitted with the new design.

?We're really focussed on creating great experiences for our guests and the design has been carefully considered to implement thoughtful features that we know will make travelling with Virgin Australia all that more enjoyable.

?We're looking forward to seeing how the new design will influence our fleet moving forward as we continue to expand our fleet and network as the market recovers,? he said.

DOWNLOAD ^[3] images of aircraft interior

VIEW ^[4] TikTok

CUSTOMER IMPROVEMENTS

- The unveiling of the trial interior prototype follows a long list of customer enhancements since Virgin Australia was relaunched in 2020, including, but not limited to:
- A simplified fare structure, providing customers with some of the best value airfares in the market;
- A long list of new destinations, with Virgin Australia launching 12 new return domestic services since September 2021;
- The resumption of international airline partnerships connecting customers and Velocity members to hundreds of destinations around the world, with:
 - Virgin Atlantic
 - Air Canada
 - Delta Air Lines
 - Etihad Airways
 - Hawaiian Airlines
 - Singapore Airlines
 - South African Airways
- New and fresh Business Class and Lounge menus and the launch of the buy-onboard menu for Economy guests;
- The re-opening of a network of Virgin Australia domestic lounges including new-look lounges in Melbourne and Adelaide;
- A commitment to re-open premium lounges (formerly known as The Club) in Sydney, Melbourne and Brisbane by early 2022;
- New Velocity Frequent Flyer everyday earn partnerships, making it easier for members to earn Points to get to their next dream reward faster; and
- A schedule of short-haul international services to Fiji, Bali and New Zealand.

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