

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

Velocity drops largest loyalty promotion on millions of Rewards Seats ^[2]



- Velocity Frequent Flyer has launched its largest ever Reward Seat offer with over five million Economy seats up for grabs.
- For two days only, the promotion will see every available Economy seat on the Virgin Australia domestic network for travel between 1 December 2021 and 31 March 2022, available to book as Economy Reward Seats using Points and there?s no blackout dates.^{^^}
- All eligible Virgin Australia Reward Seats will continue to earn Status Credits for travel until 31 March 2022[^] as part of an ongoing loyalty promotion. [Read](#) ^[3]more.
- Velocity is also offering a 20 per cent discount on Points purchases between 1,000 and 100,000 Points until 17 December 2021^{**} to help members get to their next reward faster.
- Velocity is experiencing a shift in consumer confidence, with billions of financial services points transferred to Velocity since 1 November 2021 and Reward Seat bookings to some popular holiday destinations at levels higher than pre-COVID.
- Virgin Australia is continuing to offer booking flexibility for Points bookings, to change or cancel with no fees, available for domestic travel up to 30 April 2022^{*}.

- Velocity membership is free. Join at velocityfrequentflyer.com [4]

Monday 23 November 2021: Virgin Australia Group has today thrown out the rule book for two days only, with Velocity members able to redeem their Points on any available Economy seat on the airline's domestic network, on all flights operated by Virgin Australia departing between 1 December 2021 and 31 March 2022.[^]

In what is Velocity's largest ever consumer Reward Seat promotion, millions and millions of Economy Reward Seats with no blackout dates will literally be up-for-grabs, with Velocity members having until midnight this Tuesday 23 November 2021 to book.

Virgin Australia expects Economy seats will sell fast, particularly for travel over the popular Christmas and summer holiday period, when more state and territory borders are expected to be open. Reward Seats will be available for as little as 7,800 Points plus taxes, fees and carrier charges**.

Plus, until 17 December 2021, Velocity members will receive a 20 per cent discount with Points Booster when they purchase between 1,000 and 100,000 Points,** so members can top up their Points balance, to get to their next reward faster.

As part of an ongoing loyalty offer, Velocity members will continue to earn Status Credits on Reward Seats when they fly on eligible Virgin Australia flights by 31 March 2022,[^] making it easier than ever before to climb the Velocity Status ranks.

Commentary

Velocity Frequent Flyer CEO, Nick Rohrlach said Velocity is introducing new and exciting ways to make it easier for members to use their Points.

"This is a Reward Seat frenzy at a scale not seen in our history and our biggest ever Velocity consumer promotion," said Mr Rohrlach.

"We're literally turning every available Economy seat across the Virgin Australia domestic network into a Reward Seat for the next 48 hours. This means we're essentially making every Virgin Australia domestic aircraft a Points Plane.

"There will be more than five million Reward Seats available from today, for Velocity members to book using their Points, which is great news for our members who are planning on travelling between now and early 2022.

"Velocity members will be able to choose their preferred flight, and any available Economy seat that can be purchased with cash, will also be available as a Reward Seat using Points, and there's no blackout dates – not even for the night before Christmas!

"We're putting the power back in Velocity members' hands to use their Points, their way, in this promotion. If they want to take a flight, they can choose the flight that best suits them. If they don't have enough Points for their reward, then they can buy Points with Points Booster with a 20 per cent discount.

"We're an airline that does things differently, and this is a really great example of how we are reinventing what it means to be a Velocity member and just how easy it is to use Points.

“We’re also extremely focussed on bringing more value to our members, whether that’s through our long list of everyday earn partners, or offering some of the lowest priced redemptions seats in the market.

“Velocity Points make it possible,” he said.

Commenting on the recent shift in Velocity member redemption behaviour, Mr Rohrlach said “We’re seeing a huge positive shift in member confidence as we inch closer to a new normal.

“In the last fortnight we’ve experienced a phenomenal result from our November Points transfer campaign, with billions of financial services points transferred into Velocity, which is equivalent to pre-COVID levels.

“Reward Seat bookings on the Melbourne-Sydney-Brisbane triangle are once again the most frequently booked services using Velocity Points with over 100 million Points redeemed on these services in the past fortnight.

“It’s clear that members are using Points for beach holidays, with flights to Cairns and the Gold Coast more popular for Points bookings than pre-COVID. Unsurprisingly, services between Perth and Broome are more popular than ever for Points redemption bookings, which is consistent with the current WA border restrictions,” he said.

Velocity Frequent Flyer has more than 10 million members and has launched a number of promotions to reward loyalty since the Virgin Australia Group was re-launched last year, including extending all Velocity Platinum, Gold and Silver memberships until at least June 2022.

NOTES TO THE EDITOR:

ROUTE (both directions)	POINTS (plus applicable taxes, fees and carrier charges)~
Sydney to Gold Coast	7,800 Points
Melbourne to Sydney	7,800 Points
Brisbane to Adelaide	11,800 Points
Melbourne to Perth	17,800 Points
Perth to Sydney	17,800 Points

ROUTE (both directions)	POINTS (plus applicable taxes, fees and carrier charges)~
Gold Coast to Melbourne	11,800 Points
Melbourne to Cairns	17,800 Points

~based on a one-way Economy Reward Seat. Reward Seats are subject to availability.

Velocity Member redemption behaviour

In the past fortnight, Velocity members have redeemed hundreds of millions of Points on domestic and international travel, following the re-opening of international redemption bookings on Virgin Australia and select partner airlines and further state border restrictions easing.

Velocity Points have made it possible for Velocity members to reunite with family and friends or to take well deserved beach escapes. The most popular international destinations members are redeeming Points for are Sydney and Melbourne to Fiji operated by Virgin Australia, Sydney and Melbourne to London on Etihad Airways, and Sydney to Honolulu on Hawaiian Airlines.

Melbourne-Sydney, Sydney-Brisbane, Melbourne-Brisbane, Melbourne-Gold Coast, Sydney-Gold Coast, Brisbane-Cairns, Melbourne-Cairns are currently some of the most popular domestic trips for Reward Seat redemption bookings.

Ongoing Velocity loyalty offers

- [Transfer credit card points to Velocity to earn a 20 per cent bonus](#) ^[5]
- [Become a Points Millionaire with Flybuys](#) ^[6]
- [Receive up to 60 Status Credits and 6,000 bonus Points for travelling with Virgin Australia Group international partner airlines](#) ^[7]
- [Earn up to double Status Credits on Virgin Australia flights](#) ^[3]
- [Earn Status Credits on Reward Seats when flying Virgin Australia](#) ^[3]
- [COVID-19 vaccinated Australians can win over 250 prizes by entering the VA-X & Win competition](#) ^[8], including one million Velocity Points
- [Earn up to 120,000 bonus Points when taking out a new Velocity Points earning credit card](#) ^[9]
- [Dozens of bonus offers for shopping with Velocity retail and travel partners](#) ^[10]

TERMS & CONDITIONS

^Domestic Australia Economy Class Reward Seat Frenzy:

Reward Seats will be available for redemption in Economy class on domestic flights operated by Virgin Australia (excluding Christmas Island and Cocos Island), for travel between 1 December 2021 and 31 March 2022 (inclusive) (?Offer?). Offer is valid from 07:00am AEST 22 November 2021 until 11:59pm AEST 23 November 2021(?Offer Period?). Reward Seats

are subject to availability. Offer does not include Business class, international travel, or codeshare services marketed or operated by partner airlines. There is no limit on the amount of times this Offer can be redeemed during the Offer Period. The Offer must be redeemed through the Velocity website.

Velocity Points cannot be earned on Reward Seat bookings. A checked baggage allowance is included in your fare. Add \$40 or 5,200 Points for bookings made on the phone. Taxes, fees and surcharges are payable for Economy Reward Seats. Payment surcharge may apply. Taxes, fees and surcharges can be paid for using Points and are not eligible for Points earn. See [Virgin Australia's domestic Fees page](#) ^[11] for Reward Seats. Changes, refunds and cancellations are permitted prior to travel and may incur a fee and any applicable fare difference. You may also request a refund for other reasons, including under the Australian Consumer Law. Visit the Velocity Reward Seat fare rules for more information. Velocity Membership [Terms and Conditions](#) ^[12] apply. Full terms and conditions at www.virginaustralia.com ^[13].

****20% off Points Booster**

Buying Points with Velocity Points Booster is facilitated by Points Inc.

You must buy a minimum of 1,000 Points in one transaction between 00:01 AM AEST November 16, 2021 and 23:59 PM AEST December 17, 2021 to be eligible to receive a 20% discount on Points you buy using Points Booster.

You can buy a minimum of 1,000 Points at a time and as many times as desired up to a maximum of 250,000 Points per calendar year. Points will be allocated to the Velocity membership account of the member buying them. Prices are in Australian Dollars and are inclusive of GST. The applicable price will be the price published at the time of purchase and is subject to change without notice. Once you buy Points, the amount paid is non-refundable (unless you're entitled to a refund under the Australian Consumer Law). Purchased Points are non-refundable. Points Booster transactions are processed outside of Australia. You are responsible for any additional fees charged by your financial institution in connection with your Points Booster transaction. Points you buy must be redeemed for a Reward. The purchase of Points does not guarantee the availability of your desired reward.

^Status Credits on Reward Seats

Promotion is valid between 12:01am AEST 01 October 2021 to 11:59pm AEDT 31 March 2022 (inclusive) (Promotion Period). Velocity Members who complete travel on a Virgin Australia Reward Seat (by redeeming Velocity Points) on an Eligible Flight during the Promotion Period, and have linked a valid Velocity membership number to that Eligible Flight prior to commencing travel, will be eligible to receive Status Credits on their Reward Seat Booking (Promotion). An Eligible Flight is any domestic Virgin Australia marketed and operated one-way flight for travel in the Promotion Period where Virgin Australia Reward Seats are available. Economy Reward Seats will receive Status Credits at the Economy Lite Status Credit Level and Business Reward Seats will receive Status Credits at the Economy Choice Status Credit Level. For more information and to view Status Credit earn tables, refer [here](#) ^[3]. Reward Seats purchased on codeshare services marketed or operated by partner airlines are not eligible for this Promotion. Domestic flights flown part of an International Long Haul journey will not be eligible for this Promotion. Status Credits will be provided to Members based on the originally purchased Reward Seat fare and any upgrades will not attract bonus Status Credits as a result of this Promotion. Status Credits will be provided based on the earn rates listed as at 1 October 2021. This Promotion can be redeemed multiple times. Where

multiple guests are listed on the same booking, only those guests who satisfy the above eligibility criteria are eligible for this offer. Status Credits will be allocated up to 4 weeks after satisfying the above eligibility criteria for the Promotion. A Reward Seat fare must be booked on the Velocity website. Taxes, fees and carrier charges are payable in addition to Velocity Points redeemed and are not eligible for Points or Status Credit earn.

*Flexible Flying

Change without a fee on domestic routes for travel up to 30 April 2022. Changes must be made prior to your travel date. Fare differences may apply. See virginaustralia.com [14] for full terms and conditions.

~Reward Seat Examples

The quoted redemption fares are correct as at 22 November 2021 and are subject to change. Reward Seats are subject to availability. Reward Seats are limited. Price is based on the Reward Fare described in this email and must be booked on the Velocity website or via the Membership Contact Centre. Taxes, fees and carrier charges are payable in addition to Velocity Points redeemed and are not eligible for Points earn. These are quoted at the time of booking and are subject to change. A Virgin Australia carrier charge is payable per sector, per person, view more information [here](#) [15]. Price may vary until ticketed. All payments made by debit/credit card are subject to a payment surcharge. Add \$40 or 5,200 Points per person for bookings made on the phone. Other changes, refunds and cancellations are permitted prior to travel and may incur a fee and any applicable fare difference. You may also request a refund for other reasons, including under the Australian Consumer Law. View the [Velocity Rewards Seat fare rules](#) [16] for more information. Some flights may be operated by a partner airline. Full terms and conditions at velocityfrequentflyer.com [17]

Tweet [18]

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Links

- [1] <https://newsroom.virginaustralia.com/news/79>
- [2] <https://newsroom.virginaustralia.com/release/velocity-drops-largest-loyalty-promotion-millions-rewards-seats>
- [3] <https://experience.velocityfrequentflyer.com/partners-offers/airlines/virgin-australia-airlines/2021-status-offers>
- [4] <http://velocityfrequentflyer.com/>
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- [11] <https://www.virginaustralia.com/au/en/travel-info/flying-with-us/fare-types/velocity-reward-seat/>

[12] <https://experience.velocityfrequentflyer.com/member-support/terms-conditions>

[13] <http://www.virginaustralia.com/>

[14] <https://travel.virginaustralia.com/au/coronavirus-update/change-cancel>

[15]

<https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.virginaustralia.com%2Fau%2Fen%2Ftravel%2Fflying-with-us%2Ffare-types%2Fvelocity-reward-seat%2F&data=04%7C01%7Clinda.sanday%40velocityfrequentflyer.com%7C2fdf469f3ee049706aea08d9ab1f>

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[18] <http://twitter.com/share>