Home > Bula! Virgin Australia takes-off with first international flight and record sale fares

16 December 2021 | Customer [1]

Bula! Virgin Australia takes-off with first international flight and record sale fares [2]



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- Virgin Australia's first international flight operated by the relaunched airline, flying from Sydney to Fiji took off from Sydney Airport this morning.
- To celebrate the significant milestone, **Virgin Australia CEO Jayne Hrdlicka** held an epic party prior to the flight's departure, gifting passengers free flights and a send-off to remember.
- Fijian-Australian and 2022 Eurovision contestant, **Paulini Curuenavuli** performed 'Like A Virgin' with Virgin Australia cabin crew taking centre stage as back-up dancers.
- To coincide with the inaugural flight, Virgin Australia has dropped a snap 48-hour Fiji sale, with fares from as low as \$369*.
- Virgin Australia will operate daily direct services between Australia and Fiji before returning to Bali and New Zealand in the new year.

Thursday 16 December 2021: Virgin Australia has restarted international flights, today operating the first of the airline's daily Fiji services since being relaunched 12 months ago.

The inaugural flight, departing Sydney International Airport, was sent off in spectacular style, with **Virgin Australia CEO, Jayne Hrdlicka** marking the occasion with a departure gate

launch party to remember.

Passengers were treated to branded coconuts, free beach tote bags by Australian resort-wear brand Double Rainbouu, tropical Boost juices, and a performance by Fijian-Australian and 2022 Eurovision contestant, **Paulini Curuenavuli**, who sang a rendition of Madonna's 'Like A Virgin' before a traditional Fijian song.

For the final departing gift, CEO Jayne Hrdlicka announced that all passengers would each receive a free Economy return flight anywhere on the Virgin Australia domestic network, as a thank you for their support and loyalty.

Flash \$369* Fiji return sale

To celebrate the return of Virgin Australia international flights, Virgin Australia has dropped a 48-hour snap Fiji sale with return Economy fares available from as low as \$369* between Melbourne and Fiji. Sale fares are now available to book at <u>virginaustralia.com</u> [4] until midnight this Friday 17 December 2021, or until sold out.

Commentary

Speaking from Sydney International Airport, Virgin Australia CEO Jayne Hrdlicka acknowledged the significant milestone.

"Today is a significant day for Virgin Australia and our wonderful team members with the commencement of our first international flight since our relaunch 12 months ago," said Ms Hrdlicka.

"Australians love Fiji and Virgin Australia is getting travellers there at great value. Prior to the pandemic, Virgin Australia held the highest market share of any other Australian carrier for services operated to Fiji and we aim to continue being very competitive.

"We also know how important it is to our guests that we have a comprehensive network of flights operated by Virgin Australia and our partner airlines, so they can explore the world and build their businesses.

"Earlier this week we launched a fantastic new partnership with United Airlines which significantly increases our reach into the Americas. This is another great example of how we are doing things differently to create more travel opportunities for our customers to destinations all around the world.

"The mood in the airport has been electric today. It's really heart-warming to see how excited our guests are to be travelling overseas again. We also love surprising and delighting our guests and it was great to see the looks on their faces when we gifted everyone a free return Economy flight anywhere on the Virgin Australia domestic network.

"As a business we're going from strength to strength, and today's flight is another big step forward in our transformation journey and demonstrates our commitment to our team and our guests," she said.

Many of the airline's crew that have recently returned to work were in attendance, with the event a celebration for not only travelling passengers, but the airline, as it marks another positive step forward in the recovery of the aviation and tourism industries.

Virgin Australia is scheduled to expand its international network over the coming months, with the resumption of services between Melbourne and Brisbane and Fiji, before returning to Bali and Queenstown, New Zealand in the new year.

NOTES TO EDITOR

Milestones

Since relaunching in November 2020, Virgin Australia has undertaken a significant transformation, which has resulted in the following milestones over the past 12 months:

- The resumption of short haul international services, commencing with flights to Fiji today; The announcement of 600 new jobs to be recruited across Australia;
- Virgin Australia has announced fleet growth of 45 per cent, from 58 aircraft to 84 aircraft (26 new Boeing 737 aircraft);
- A simplified fare structure, providing customers with some of the best value airfares in the market, including corporate Economy airfares significantly cheaper than other Australian airlines;
- A long list of new destinations, with Virgin Australia launching 15 return domestic services since September 2021;
- 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;
- A commitment to a target of net zero emissions by 2050;
- The introduction of a new Boeing 737-800 interior design, to be trialled on two aircraft; A
 vaccination policy meaning all Virgin Australia flights are crewed by fully vaccinated
 team members;
- New Velocity Frequent Flyer partnerships with household name brands, including 7-Eleven, Medibank and Youfoodz;
- The re-opening of international travel on eight key international partner airlines, creating a world of new travel opportunities for customers and Velocity members.
- A new deal with United Airlines that will triple the airline's reach into the Americas; and The first Australian airline to launch on TikTok, gaining over two million views and reaching new audiences in a matter of months.

Terms and conditions

*Sale ends 11:59pm AEST on 17 December 2021 unless sold out prior. Travel periods apply. \$369 price point based on a return Economy Lite fare from Melbourne to Fiji booked at virginaustralia.com, for travel from 25 January 2022 until 31 March 2022 and 01 May 2022 until 31 May 2022. Subject to availability. Payment surcharge may apply. Seat selection and checked baggage are not included in Economy Lite fares. Full terms and conditions available at virginaustralia.com [4].

To travel on international flights to and from Australia, you must comply with Virgin Australia's

vaccine requirements and with the entry and exit requirements of the Commonwealth, and relevant State and Territory Governments. You must also comply with entry and exit requirements of the country you are travelling to. For more information visit here [5].

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Links

- [1] https://newsroom.virginaustralia.com/news/79 [2] https://newsroom.virginaustralia.com/release/bula-virgin-australia-takes-first-international-flight-and-record-sale-fares
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- [5] https://travel.virginaustralia.com/au/coronavirus-update/flying [6] http://twitter.com/share