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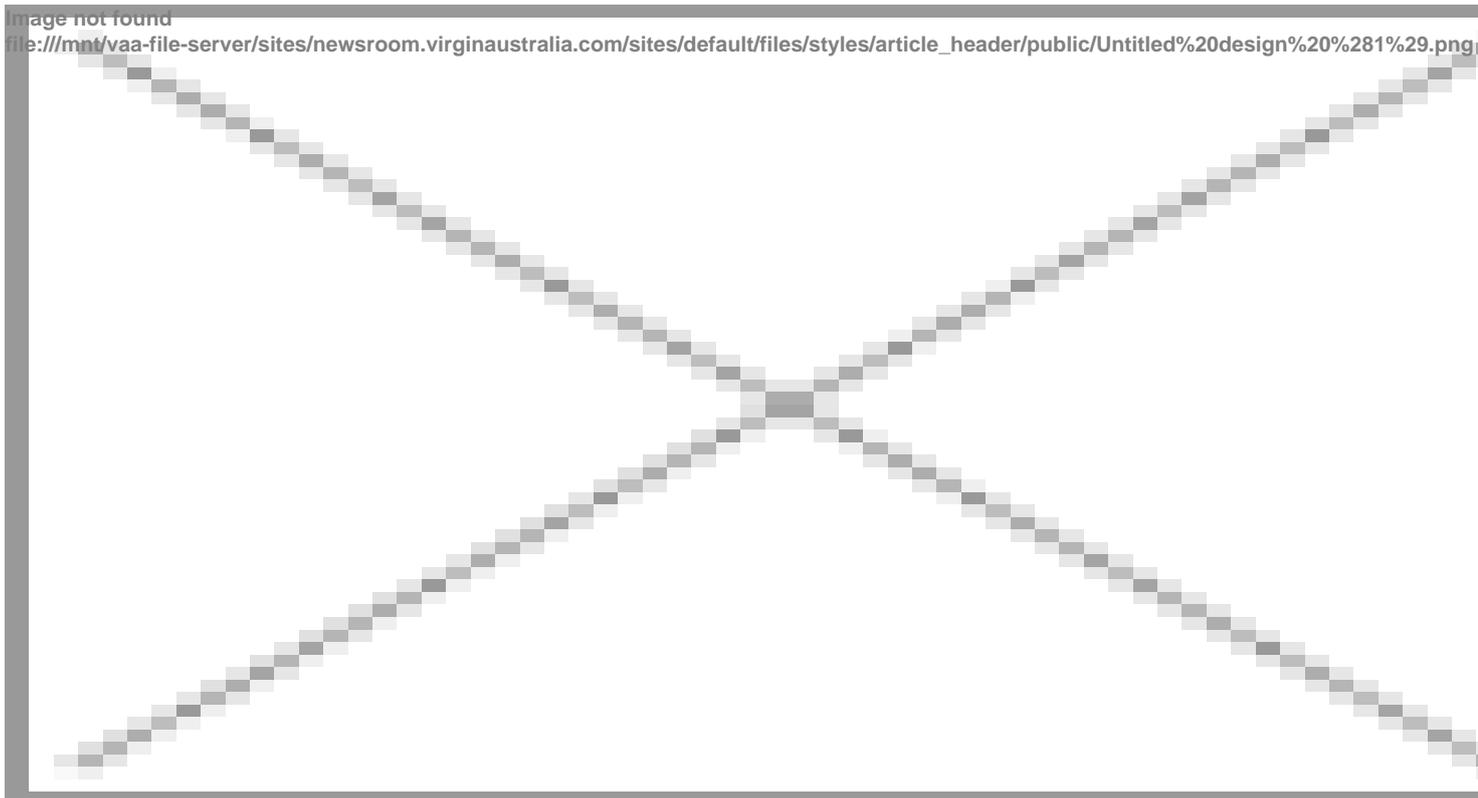
Virgin Australia Newsroom

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22 August 2023 | [Velocity Frequent Flyer](#) [1]

## **Velocity Frequent Flyer and Luxury Escapes partnership takes off with Status Match offer** [2]



- Virgin Australia’s Velocity Frequent Flyer loyalty program has commenced its exclusive multi-year partnership with Luxury Escapes – one of the world’s fastest growing travel companies.
- From today, Velocity members and Luxury Escapes customers will have access to thousands of additional frequent flyer Points earn and redemption opportunities, providing more rewards and better value for travellers.
- Velocity members now have access to holiday packages, hotels, cruises, tours and more using Points or Points + Pay, driving their dollar further.
- Bookings can be made online here from today.
- To celebrate the new partnership, Velocity is inviting Gold (or higher) frequent flyer members of other Australian airline loyalty programs to apply for a fast-track Velocity Discover Gold trial membership.\*
- Five lucky Velocity members will also win 100,000 Velocity Points by simply visiting Luxury Escapes’ new flagship store in Melbourne and making an eligible booking by 6pm AEST Sunday 27 August 2023.

[DOWNLOAD IMAGES \(NICK ROHRLACH AND ADAM SCHWAB\)](#) [3]

## DOWNLOAD IMAGES (LUXURY ESCAPES DEALS) [4]

**Tuesday 22 August 2023:** Virgin Australia's Velocity Frequent Flyer loyalty program and Luxury Escapes have today commenced an exclusive new partnership set to benefit millions of Australians.

Velocity's 11.5 million members, and Luxury Escapes' three million Australian customers can now earn and redeem Velocity Points on thousands of luxury holiday packages, hotels, cruises, tours and more at [luxuryescapes.com](https://luxuryescapes.com), setting a new benchmark in value and rewards for travellers.

Velocity members will earn 1 Velocity Point per \$1 spent on eligible Luxury Escapes' bookings and can now offset the cost of booking their next Luxury Escapes holiday by using Velocity Points to pay for part, or all, of their booking – driving their dollar further.

### **Limited time Velocity Discover Gold Status Match\* offer**

To celebrate the partnership, Velocity Frequent Flyer is inviting Gold (or higher) frequent flyer members of other Australian airline loyalty programs to apply for Velocity Gold Status, under a new fast-track Discover Gold trial membership\*. Perks of the highly valued Velocity Gold Status include complimentary Virgin Australia Lounge access, priority boarding, preferential seating, additional baggage allowances (not available when travelling on a Lite fare), and bonus Velocity Points and Status Credits when guests book and fly with Virgin Australia.^^?

### **100,000 Velocity Points on offer for five lucky members**

Following the opening of Luxury Escapes' brand new flagship store at Chadstone Shopping Centre in Melbourne, Velocity is giving away 100,000 Velocity Points to five lucky members who make a booking instore using their Velocity number by 6pm AEST Sunday 27 August 2023.#

Visitors to the new flagship store can expect the same incredible travel offers now with exceptional face-to-face customer service and a truly elevated retail experience. From stunning visual displays, interactive customer activations and barista-made coffee to French champagne, a six-star bar and VIP events space - Luxury Escapes is redefining travel retail.

### **Commentary**

**Velocity Frequent Flyer CEO, Nick Rohrlach** said today's announcement marks a significant day for the program, creating more choice, value and rewards for millions of Australian travellers.

"We are thrilled to officially launch our exclusive partnership with Luxury Escapes today," said Rohrlach.

"Our 11.5 million members now have access to thousands of additional opportunities to earn and redeem Velocity Points with an unmatched inventory of world-class holiday packages at their fingertips.

"We know the high cost of living is still very much on the minds of Australians and by using Points or Points + Pay, our members now have access to premium holiday experiences

without the price tag.

“We are incredibly focussed on providing our members more ways to earn and redeem Points by unlocking new partnerships and rewards that have significant value and meaning to them,” he said.

**Luxury Escapes CEO and Co-Founder, Adam Schwab** said the partnership with Velocity Frequent Flyer is born from an aligned ambition to deliver the very best travel experience possible to consumers.

“At Luxury Escapes, we have an unwavering commitment to provide our members with the best experience, quality and value possible. Velocity shares this commitment, and we are thrilled to be partnering together to bring the best of both brands to Australian travellers,” said Schwab.

“We know our customers will embrace the fantastic rewards that Velocity brings to the partnership. From expanded earn and redemption opportunities to the incredible limited time status match offer, we can’t wait to welcome a new era in travel for all our members,” he said.

Velocity Frequent Flyer is one of the largest loyalty programs in the country, with more than 11.5 million members, or the equivalent of one member in every Australian household. The program recently signalled a new era for the program alongside a series of major initiatives set to get members to their rewards faster. For more information and to join for free, visit here.

**ENDS**

## **NOTES TO EDITOR**

### **Example Luxury Escapes holiday deals using Velocity Points**

- Award-Winning The Star Sydney Harbourside Break with Daily Breakfast, Daily A\$50 Dining Credit & Free Parking <sup>[5]</sup> – two nights from 79,867 Velocity Points
- Stylish Mercure Escape in the Heart of Launceston with Daily Breakfast & Nightly Drinks <sup>[6]</sup> – two nights from 39,867 Velocity Points
- Alila Seminyak Beachfront Glamour with Guaranteed Suite Upgrade, 60-Minute Massages, Cocktails & Gourmet Dining <sup>[7]</sup> – five nights from 266,533 Velocity Points
- Five-Star Mövenpick Phuket Indulgence with Massages, Daily Breakfast, Nightly Cocktails & Signature Chocolate Hour <sup>[8]</sup> – seven nights from 133,200 Velocity Points

## **TERMS AND CONDITIONS**

### **^Velocity Frequent Flyer Benefits Terms and Conditions**

**Lounge Access:** Complimentary Lounge entry is subject to the Lounge Terms and Conditions, as amended from time to time available online at [virginaustralia.com/lounge](http://virginaustralia.com/lounge) <sup>[9]</sup>.??

**Priority Boarding:** Priority services may not be available at all airports at all times.?

**Preferential Seating:** Preferential Seating is not available on Economy Lite fares unless purchasing a seat or when checking in within 3 hours of the flight’s scheduled departure time.

**Additional Baggage:** See here for details on additional baggage allowances. Additional baggage allowances are applicable for Virgin Australia operated services only. For flights marketed by Virgin Australia but operated by Virgin Australia’s partner airlines, baggage allowances may differ. The complimentary baggage allowance applied will be based on a

member's Velocity status at the time of travel, rather than time of booking. For full baggage Terms and Conditions visit the Virgin Australia baggage website.??**Bonus Points and Status Credits:** Further details are available at <https://experience.velocityfrequentflyer.com/flying-status/flying-with-status/gold-membership#reward-benefits-tab> <sup>[10]</sup>. An Eligible Sector <sup>[11]</sup> is any Trans-Tasman, International Short-Haul or Domestic flight operated by Virgin Australia with a VA flight number, excluding both Rewards Seats and Economy Lite fares.??

### **\*Discover Gold Terms and Conditions**

Members of any other Australian frequent flyer program that currently hold Gold Status or higher (and that have not held Silver, Gold or Platinum Status with Velocity since April 2020) are eligible to receive a Velocity 'Discover Gold' Status match and the opportunity to maintain Gold if you have sent an email to the offer address (by clicking on the link at [https://experience.velocityfrequentflyer.com/partners-offers/holidays-travel/luxury-escapes#discover\\_gold\\_trial](https://experience.velocityfrequentflyer.com/partners-offers/holidays-travel/luxury-escapes#discover_gold_trial) <sup>[12]</sup>) by 11.59PM AEST 15 September 2023.

You must hold a valid Velocity membership to participate in this promotion. ?

In order to receive the 'Discover Gold' trial, eligible Velocity members must click on the link at [https://experience.velocityfrequentflyer.com/partners-offers/holidays-travel/luxury-escapes#discover\\_gold\\_trial](https://experience.velocityfrequentflyer.com/partners-offers/holidays-travel/luxury-escapes#discover_gold_trial) <sup>[12]</sup> and apply by sending an email to [info@velocityfrequentflyer.com](mailto:info@velocityfrequentflyer.com) <sup>[13]</sup> between 12.01AM 22 August 2023 and 11.59PM 15 September 2023, that contains their name, Velocity membership number and photographic evidence of their current Australian frequent flyer program membership card indicating Gold Status or higher (Application). Velocity members must submit this Application from the email address currently linked to their Velocity account. Please note that the Velocity email address is only to be used for status match applications and cannot be used for general enquiries or escalations, which should be directed through your usual channels. . Virgin Australia & Velocity reserve the right to end this promotion at their discretion. It may take up to 6 weeks to receive the upgrade into Discover Gold trial status.

'Discover Gold' is a 3-month Gold Status trial in which you'll receive some member benefits connected with Gold Status which include access to Virgin Australia domestic lounges, priority boarding, preferential seating and additional baggage allowance (not available when traveling on a Lite fare).

Note that you'll continue to earn Status Credits, Points and Eligible Sectors in the same way as other members. Benefits you won't receive include Gold member baggage tags, a physical membership card, complimentary partner memberships, guaranteed economy Reward Seats and membership pause for parental leave.

At the conclusion of your 3-month 'Discover Gold' trial, we'll assess your eligibility to retain your Gold Status.?

If you are a Gold member or higher with another Australian frequent flyer program and during your 3-month Discover Gold period earn 80 Status Credits and fly at least 1 Eligible Sector, you will maintain Gold Status with Velocity for a further 12 months.

If at the conclusion of your 3-month trial you are not eligible for Gold Status due to the above requirements not being met, your Status level will be assessed in accordance with the standard Velocity membership Terms and Conditions and you will receive Velocity Silver

Status for a period of 12 months.

Members who participate in the 'Discover Gold' trial offered in accordance with these offer terms are still able to maintain or upgrade their Status to the next Status level in accordance with the Velocity membership Terms and Conditions.

Find out more about how to maintain or upgrade your Status level. This offer is not transferable. Any Status Credits and Eligible Sectors earned in a member's Velocity account are subject to expiry after 12 months from earn.

### **#100k Points Velocity x Luxury Escapes in store launch Terms and Conditions**

To participate, entrants must be Australian residents over 18 years, a Velocity Frequent Flyer member and have made a booking with Luxury Escapes in store only at 1341 Dandenong Rd, Chadstone VIC 3148 between 22 and 27 August 2023. Entries drawn 6 September 2023 at 420 George Street, Sydney NSW 2000. Winners notified by email and Points awarded 6 September 2023. You must be a current Velocity Frequent Flyer member for entries to be eligible to participate in the draw. Prizes: 5 x 100,000 bonus Velocity Points (valued at \$3,051.60). Total prize pool: up to \$110,099.60 The Velocity Member Terms and Conditions apply, available at <https://www.velocityfrequentflyer.com/content/TermsConditions/> <sup>[14]</sup>. The Promoter is Velocity Frequent Flyer Pty Ltd (ACN 601 408 824) of registered address 275 Grey St, South Brisbane QLD 4101.

[Tweet](#) <sup>[15]</sup>

- [Download Images](#) <sup>[16]</sup>

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