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Virgin Australia Newsroom

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- Virgin Australia will launch the nation's first-ever airline baggage tracking tool across more than two thirds of its domestic network tomorrow.
- Following a successful pilot of the program in May 2023, guests travelling on almost 70 per cent of the airline's domestic flights will be able to track the status of their checked baggage via the Virgin Australia app.
- Today's announcement follows Virgin Australia's more than \$400 million investment in digital innovation, technology and customer experience initiatives, which includes newly launched websites, apps, digital systems and most recently, Rapid Rebook – a tool for guests to self-manage their bookings end-to-end in the unlikely event of disruption.
- The investment also includes a \$110 million upgrade to the interior cabins of the airline's existing Boeing 737 fleet, to include important features like in-seat power and in-flight Wi-Fi.

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Virgin Australia will launch the country's first-ever airline baggage tracking tool across more than two thirds of its domestic network tomorrow, allowing guests to know where their bag is

at every step of the journey.

With digital tracking now part of everyday life, Virgin Australia's new seamless travel experience is the latest instalment of the airline's broader transformation program.

The tool, which has been two years in the making, comes as lost baggage remains a pain point for travellers across the globe. Despite this, Virgin Australia far outperforms the industry average for mishandled baggage, with a mishandled baggage rate of just 1.5 per 1,000 guests – five times better than the last recorded industry average*.

The first-to-market technology is set to free guests from the fear of losing their bags next time they fly, with Virgin Australia anticipating a rise in guests checking in baggage as a result of the new tracking tool.

Initially piloted in May 2023, the tracking tool will be available on most domestic routes between major airports, including Sydney-Melbourne, Brisbane-Sydney, Melbourne-Gold Coast, Melbourne-Hobart, Adelaide-Melbourne, Sydney-Sunshine Coast, and more (refer Notes to Editor). The airline's remaining domestic network, including select services departing Perth, are expected to feature the tracking tool soon.

Guests can track their checked baggage on select Virgin Australia services in three easy steps:

1. Download the Virgin Australia app. ^[5]
2. Enable push notifications via app settings.
3. Once enabled, a series of push notifications will be sent to the guest's phone throughout the journey, including upon the bag being checked-in, transferred to an international partner airline, and available for collection at the final destination. The tool will also advise the guest which carousel the baggage is available for collection from.

Over the past two years, Virgin Australia has committed to investing over \$400 million in customer experience improvements and new technology. To date, the airline has launched new websites, app upgrades, a new loyalty management system, new high-speed Lounge and onboard Wi-Fi, first-to-market technology and more.

As part of this investment, last month the airline announced a \$110 million upgrade to the interior cabins of the airline's existing Boeing 737 fleet to include new seats, in-flight Wi-Fi and in-seat power – some of the features most important to guests following a survey of Velocity Frequent Flyer members^.

Commentary

Virgin Australia Group Chief Customer and Digital Officer, Paul Jones said the airline is proud to be the first airline in the country to offer travellers a baggage tracking tool.

"It's our mission to be Australia's most loved airline and that means we need to listen to our customers to ensure we are offering the services that are most important to them," said Mr Jones.

“We know the potential of lost baggage is a concern for travellers globally and anticipate today’s announcement will give many guests that extra level of comfort knowing where their bag is at every step of the journey.

“We are also proud to be able to launch this new feature while having some of the lowest figures in the market when it comes to mishandled or lost bags, with a mishandled baggage rate of just 1.5 per 1,000 guests – five times better than the last recorded industry average.

“We are a business that intently listens to its people and customers, and we are excited to have many more announcements in the pipeline that we know will make our guests’ flying experience that touch more wonderful,” he said.

For more information on the Virgin Australia’s baggage tracking tool, visit [here](#). The Virgin Australia app can be downloaded for free, [here](#).

ENDS

NOTES TO EDITOR

Virgin Australia baggage tracking will be available on select flights departing the following airports from tomorrow (Monday 28 August 2023)

- Melbourne
- Sydney
- Brisbane
- Adelaide
- Gold Coast
- Canberra
- Newcastle
- Ballina Byron
- Sunshine Coast
- Hamilton Island
- Launceston
- Hobart
- Townsville
- Rockhampton
- Mackay

Western Australia services: Baggage tracking will be available on select flights departing Perth, soon.

Virgin Australia Rapid Rebook

As part of Virgin Australia’s more than \$400 million digital and customer investment, the airline recently launched Rapid Rebook – the only fully integrated, self-service, disrupt management tool offered by an Australian airline for guests who are impacted by a flight disruption.

The tool allows guests to view revised flight details, explore alternate flight options, and book accommodation and transport, all through the Virgin Australia app, which can be downloaded free, [here](#) ^[5].

FOOTNOTES

*Average mishandled baggage rates:

- Global industry average according to SITA: 7.6 mishandled bags per 1000 passengers (full year 2022). Read report, [here](#) [6].
- Virgin Australia: 1.5 mishandled bags per 1,000 passengers, January – August 2023 (year to date).

^Virgin Australia CVP Survey, November 2021.

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