

31 October 2023 | [Customer](#) ^[1]

Virgin Australia takes off with the country's first-ever Halloween 'Night Flight' ^[2]



- For the first time ever, Virgin Australia launched Halloween at 40,000 feet with its midnight Night Flight (VA570) from Perth to Sydney.
- Guests were invited to get their very own spooky makeover before boarding the first flight of its kind with surprise mid-air trick-or-treating from Mars Wrigley.
- The flight comes as Halloween continues to gain consumer popularity in Australia with more than 5.3 million Australians expected to celebrate Halloween this year[^].
- To mark the occasion, Velocity Frequent Flyer has “slashed” the price of select domestic Economy Reward Seats on Virgin Australia flights to scary low levels, with travellers now able to nab a flight from just 5,200 Velocity Points* (plus taxes, fees and carrier charges) one-way.

Tuesday 31 October (Halloween): Halloween was launched mid-air on the maiden Virgin Australia Halloween Night Flight (VA570 from Perth to Sydney) with Mars Wrigley offering an Australian-first trick-or-treating experience at 40,000 feet.

The departure gate at Perth Airport was transformed into a haunted hall where guests received their very own Halloween makeover before boarding the first flight of its kind. Onboard, cobweb covered bar carts were pushed by cabin crew whose uniforms were given a ghoulish glow-up, offering guests midnight treats from M&M'S, Mars Bars, Milky Way and

more, before touching down in Sydney at 6.15am local time.

New research shows a spike in the popularity of Halloween with more than 5.3 million Australians celebrating the trick-or-treat traditions as well as other Halloween related activities. From those people surveyed, 45 per cent of Aussies said they planned to go trick-or-treating while 39 per cent said they'd stock up on chocolate and other confectionery ahead of the celebration^.

Mars Wrigley produces over 39 million fun size treats to cater for the high demand across the nation during Halloween; with Virgin Australia Night Flight passengers expected to be the first people to trick-or-treat in Australia this year.

More seats for less! Velocity “slashes” pricing on Virgin Australia Reward Seats

To get into the Halloween spirit, pricing on selected Virgin Australia domestic Economy Reward Seats have been “slashed”, with fares on offer from a scary low price of just 5,200 Velocity Points* (plus taxes, fees and carrier charges) one-way, for bookings made from 10.01am AEST today until 10.01am AEST 7 November for travel by 30 June 2024.

The airline has also released 600,000 additional Economy Reward Seats on Virgin Australia operated domestic and international routes, giving Australians more opportunities to fly for fewer Points amidst the rising cost of living.

Commentary

Virgin Australia Chief Customer & Digital Officer, Paul Jones, said Virgin Australia is about bringing unique and wonderful experiences to the travel journey, even during Halloween.

“It’s our mission to be Australia’s most loved airline and that means giving our customers wonderful experiences whenever they fly. Halloween has become increasingly popular in Australia over the last decade, and it’s a holiday we are excited to share with our guests as we take the spooky celebrations sky-high,” said Mr Jones.

“Our cabin crew loved getting into the spirit of Halloween and guests were thrilled by the theatrics. From the eerie orange in-flight lighting and spooky costumes to the mid-air trick-or-treating, it was without a doubt one of our most memorable flights,” he said.

Mars Wrigley Chief Halloween Officer, Richard Weisinger, said Halloween was one of the busiest times for the snacks and treats manufacturer to meet demands for Trick-or-Treating.

“With more and more Australian households participating in Halloween, we see this as a season that aligns with our purpose of inspiring moments of everyday happiness,” said Mr Weisinger.

“M&M’S was the first chocolate brand to travel into space in 1981, so it makes perfect sense for M&M’S to be involved in Australia’s first ever Halloween Night Flight,” he said.

Virgin Australia also invited its entire frontline workforce to get into the Halloween spirit today, with a uniform relax that will see cabin crew, ground crew, guest services and more add their own spooky touch to their uniforms for the next 24 hours.

ENDS

[DOWNLOAD IMAGES](#) [3]

[DOWNLOAD VNR](#) [4]

TERMS & CONDITIONS

^Survey of 3,633 Australians in September 2023. Roy Morgan Research, “Halloween hits sweet spot with Aussies - \$490 million boost predicted”, 3 October 2023, Halloween hits sweet spot with Aussies – \$490 million boost predicted - Roy Morgan Research.

*Reward Seat Sale:

The 15% discount on eligible Reward Seats and the additional Reward Seats are available from 10:01am AEST 31 October 2023 until 10:01am AEST 7 November 2023 unless sold out prior (Promotion Period). During the Promotion Period, (a) the 15% discount will be applied to the usual Reward Seat price for Tier 1 Economy fares on Virgin Australia Domestic Eligible Flights, and (b) there will be 600,000 additional Economy Reward Seats added across Domestic, Trans-Tasman and International Short-Haul Eligible Flights. A Reward Seat is a discounted seat that can only be paid for with Velocity Points. A Tier 1 Reward Seat is the cheapest base fare price (in Points) for a domestic marketed and operated Virgin Australia flight. See our Rewards Seat page for more details on Reward Seat fares. An Eligible Flight is a flight marketed and operated by Virgin Australia (but excluding Cocos (Keeling) Island and Christmas Island), to be flown from 31 October 2023 until 30 June 2024. Fares are subject to availability, and seats are limited and may not be available at peak times or on all flights. Redemption bookings are based on a one-way economy Reward Seat and must be booked on the Virgin Australia website and selecting “Use Points”. Taxes, fees and carrier charges are payable at the time of booking and will vary depending on carrier, city pair, fare class date and time of booking. Payment surcharge may apply. A checked baggage allowance is included in your fare. Add \$40 or 5,200 Points for bookings made on the phone. This offer cannot be used in conjunction with any other promotion. Discount does not apply to fees and taxes whether paid in Points or cash. You can change or get a refund for your booking by paying a fee and any fare difference, at least 24 hours before scheduled departure. You may also request a refund for other reasons, including under the Australian Consumer Law. Full terms and conditions at velocityfrequentflyer.com.

[Tweet](#) [5]

© Virgin Australia Airlines Pty Ltd.
ABN 36 090 670 965

-
-
-

[Terms of Use](#)
[Privacy](#)
[Conditions of Carriage](#)

Source URL: <https://newsroom.virginaustralia.com/release/virgin-australia-takes-countrys-first-ever-halloween-night-flight>

Links

[1] <https://newsroom.virginaustralia.com/news/79>

[2] <https://newsroom.virginaustralia.com/release/virgin-australia-takes-countrys-first-ever-halloween-night-flight> [3] https://drive.google.com/drive/folders/1sr_XpApheTFzccVLR4wOPkKUWoFmXIM_?usp=sharing
[4] <https://drive.google.com/drive/folders/1IcFd5Lo6vJRL4aISMdFaES9aW-j34Mj1?usp=sharing>
[5] <http://twitter.com/share>