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Virgin Australia set to increase regional network by nearly half in significant partnership expansion with Link Airways ^[2]

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- Virgin Australia and Link Airways have today announced a new codeshare partnership set to expand Virgin Australia's regional footprint significantly, increasing Virgin Australia's reach into regional Australia.
- More than 90 services per week to be operated by Link Airways, with Virgin Australia codesharing on these services under the agreement, including services to Inverell, Wollongong, and Biloela which are not currently serviced by any other major airline.
- Velocity Frequent Flyer members will now be able to earn both Points and Status Credits on 17 new regional codeshare services. The new agreement will also open up a world of possibilities in connecting regional Australia to the wider Virgin Australia domestic network.
- Effective today, guests can book via Virgin Australia's travel agency partners, with fares on virginaustralia.com from March 2024.

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Thursday, 18 January 2024: Regional Australians are set to benefit under a new codeshare

partnership with Link Airways that will increase Virgin Australia's footprint in regional Australia from today by approximately 45 per cent.

Seventeen new regional codeshare services operated by Link Airways, the equivalent of 90 flights per week, will be added to Virgin Australia's domestic network under the partnership. The flights will go on sale today through Virgin Australia's travel agency partners and will be available to book directly on the Virgin Australia website from March.

The partnership will also bring added benefits to Velocity Frequent Flyer's almost 12 million members who will now be able to earn both Points and Status Credits on Virgin Australia codeshare services operated by Link Airways to some of the most important regional centres in the country. Velocity Platinum, Gold and Silver members will also earn bonus Points and receive an additional baggage allowance when travelling on any Virgin Australia codeshare service operated by Link Airways. Eligible Velocity members can also access Virgin Australia lounges when travelling on these Virgin Australia codeshare services.

Virgin Australia customers will now be able to travel seamlessly for the first time to 42 Australian destinations on a single booking (with through check-in and baggage transfer), including destinations such as Inverell, Wollongong and Biloela, which are not serviced by any other major airline.

New regional routes available as Virgin Australia codeshare (in both directions):

- Brisbane <> Coffs Harbour (BNE-CFS)
- Brisbane <> Bundaberg (BNE-BDB)
- Brisbane <> Biloela (BNE-ZBL)
- Brisbane <> Inverell (BNE-IVR)
- Brisbane <> Narrabri (BNE-NAA)
- Brisbane <> Dubbo (BNE-DBO)
- Brisbane <> Orange (BNE-OAG)
- Brisbane <> Tamworth (BNE-TMW)
- Brisbane <> Armidale (BNE-ARM)
- Brisbane <> Wollongong (BNE-WOL)
- Sydney <> Narrabri (SYD-NAA)
- Sydney <> Inverell (BNE-IVR)
- Melbourne <> Dubbo (MEL-DBO)
- Melbourne <> Orange (MEL-OAG)
- Melbourne <> Wollongong (MEL-WOL)
- Canberra <> Hobart (CBR-HBA)
- Canberra <> Newcastle (CBR-NTL)

Commentary from Virgin Australia Chief Strategy and Transformation Officer, Alistair Hartley:

"Today's announcement in partnership with Link Airways underscores our commitment to delivering great value, flexibility and choice to Australians, and boosting connections for customers living in regional Australia," he said.

“Importantly, the partnership is also set to support regional trade and tourism in destinations like Inverell, Wollongong and Biloela, which are not currently serviced by any other major airline.

“Together, our networks will be operating up to 365 daily flights across Australia, offering 42 domestic destinations for guests to explore, all while ensuring guests can enjoy seamless connectivity and loyalty benefits under our award-winning Velocity Frequent Flyer program when they travel.”

Commentary from Link Airways Chief Executive Officer, Andrew Major:

“Link Airways is very pleased to join Virgin Australia in announcing this codeshare agreement which will provide significant additional travel opportunities to passengers Australia-wide, particularly those in regional areas. Benefits will include better connectivity and more choice for regional customers thanks to Virgin Australia’s expansive route network.”

ENDS

NOTES TO THE EDITOR:

- Link Airways operate a fleet of 14 aircraft with their service offering including complimentary tea, coffee and water.
- The partnership will enable travel agency partners (already with Virgin Australia ticketing authority) to access Link Airways services, through Virgin Australia’s global distribution network, reach and selling capability.
- For detailed information on loyalty benefits when travelling with Link Airways, please visit the Velocity [website here](#). [5]

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