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Virgin Australia launches "High Flyer" passport rewarding next generation of travellers ^[2]

Virgin Australia today launched the 'High Flyer Passport', a new initiative designed to recognise Australia's youngest flyers. Available from today across Virgin Australia's domestic and international network, the passport encourages travellers aged 10 and under to collect stamps each time they fly, creating memorable travel experiences. Virgin Australia Group Executive, Danielle Keighery said that the airline was passionate about providing the best customer service for all ages. "We recognise that many of our travellers discover the magic of flying from an early age and we are delighted to recognise them with this unique initiative. "We welcome children on board our flights every day and we always feel privileged to play a part in their early travel memories. "In addition to being a keepsake for our young guests to take home, we hope that the passport will instill a sense of pride each time they fly and encourage future travel adventures", Ms Keighery said. Virgin Australia welcomes 900,000 children on board each year, with almost three times the amount of children flying during school holidays . Further, around 1000 Platinum Velocity Frequent Flyer members are under the age of 12. The 'High Flyer Passport' follows a suite of unique family benefits currently offered by Velocity Frequent Flyer including:

- Parental Pause: members can pause their status for up to six months when expecting a new addition to the family.
- Family Pooling: members can combine Points and Status Credits with their family so they can enjoy rewards sooner. Today, over 230,000 members are actively pooling with family members, with the child being the beneficiary in more than half of the accounts.
- Guaranteed rewards seats for an annual family trip: Gold and Platinum members can enjoy peace of mind knowing they are guaranteed up to four return economy reward seats a year.

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