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Velocity Frequent Flyer reaches four million members [2]

Velocity Frequent Flyer, the award-winning loyalty program of Virgin Australia, this month achieved a major milestone, reaching 4 million members. During the first half of Financial Year 2014, the program experienced significant growth, gaining more than 250,000 new members. The number of program partners has also grown, with the addition of Midas, Jumeirah Hotels and Resorts, Langham Hotels and over 70 new retailers including Net-a-Porter, Priceline and Sony. Today, members can be rewarded for their everyday spending with the largest range of credit card options in the Australian frequent flyer market, when staying at hotels on almost every continent and when flying to over 500 destinations with the world's leading airlines including Air New Zealand, Delta Air Lines, Etihad Airways and Singapore Airlines. Velocity Frequent Flyer Chief Executive Officer, Neil Thompson today recognised the landmark occasion for the program. "Velocity entered the market just nine years ago with a drive to bring competition to the loyalty landscape by offering genuine rewards to members, like any seat rewards and recognising time spent with family. "We are passionate about re-defining loyalty while growing the program with some of the world's most recognisable brands including Apple, ASOS and eBay. Demonstrating the broad appeal of the program, we continue to see strong levels of member engagement with an increase of 35% per cent in the number of Points redeemed, compared to the first half of Financial Year 2013. "We are also pleased to offer our members the highest reward seat availability of any loyalty program in the Asia-Pacific region . "We are delighted to welcome our four millionth member and we will continue to look for ways to enhance the program to offer a truly rewarding experience to both frequent flyers and everyday consumers", Mr Thompson said. Velocity Frequent Flyer celebrated the milestone by upgrading its 4 millionth member to Platinum status upon sign-up. Velocity Frequent Flyer growth:

- Velocity reached one million members in 2007, just two years after it launched.
- With 400 partners, Velocity maintains the widest retail offering of any loyalty program in Australia.
- The number of Points earned with alliance partners has also grown by 28% in the first half of Financial Year 2014, compared with the first half of Financial Year 2013.

Velocity Frequent Flyer is free to join. To find out more, visit www.velocityfrequentflyer.com [3]

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