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[Frequent Flyer Benefits take-off at High Velocity](#) [2]

Frequent flyers can now enjoy more benefits than ever before, with Velocity Frequent Flyer increasing its hotel portfolio by over 80% and launching a range of industry innovations over the past twelve months.

Over the past year, Velocity has added 28 new hotel brands to the program, meaning members can now earn Points at hotels on almost every continent in the world. This month, some of the world's most recognisable and luxurious hotels have been added including Langham Hospitality Group, Taj Group, Jumeirah Group and Voyages, including Ayers Rock Resort, Longitude 131° and Home Valley Station.

It follows a range of other enhancements to the program including using Points for on-the-spot-upgrades in lounges and the ability to earn Points for pets.

Velocity has also started profiling causes that members are passionate about via its communications channels. This gives members the exclusive opportunity to engage directly with the entire frequent flyer community.

Adding to its wide-ranging number of retailers who offer Velocity Points, Velocity today announced a new partnership with Midas, enabling members, for the first time, to be rewarded when they service their car.

Velocity Frequent Flyer Chief Executive Officer Neil Thompson said the latest enhancements were about offering a world-class, truly member-centric program.

“This month marks two years since Velocity Frequent Flyer was officially relaunched and redesigned based on member feedback.

“Since then, we have continued to enhance the program by delivering what our members really want, such as enjoying frequent flyer benefits with the whole family, and being rewarded in every facet of their life.

“Our approach at Velocity is to challenge the status quo and exceed expectations to deliver a truly unique loyalty program for our 3.7 million members, whether by rewarding members for travelling with their pets or by profiling causes they are passionate about.

“We will continue to come up with compelling and creative ways to redefine loyalty and reward our members”, Mr Thompson said.

Velocity Frequent Flyer is free to join, visit the website www.velocityfrequentflyer.com [3].

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