

24 September 2014 | [Velocity Frequent Flyer](#) [1]

Singapore Airlines and Virgin Australia launch world first loyalty programme conversion [2]



Singapore Airlines and Virgin Australia today announced a world first for frequent flyers, allowing members of KrisFlyer and Velocity Frequent Flyer to convert their Miles and Points between both programmes for the first time and receive a number of innovative new benefits.

The new conversion innovation, which is exclusive to the two airline loyalty programmes, will give members greater access to upgrades and reward seats across the combined domestic and international network of Virgin Australia and Singapore Airlines. By converting their miles, KrisFlyer members will also be able to benefit from Velocity's range of non-flight redemption rewards.

The new conversion capability will be available to members of both programmes from November as well as an improved online booking capability for Velocity Frequent Flyers to redeem flights on Singapore Airlines and SilkAir.

A range of programme enhancements have also been introduced to both KrisFlyer and Velocity members over the last 12 months and include:

- Redemption across all classes of travel on Virgin Australia with the inclusion of premium economy and the ability to earn Status Credits on domestic, Trans-Tasman and Pacific

Islands codeshare flights operated by Virgin Australia for KrisFlyer members; and

- A reduction in the Velocity Points required for Reward Seats on Singapore Airlines and the ability to earn Points on all fare classes with Singapore Airlines and SilkAir for Velocity Frequent Flyer members.

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