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## [Virgin Australia becomes first Aussie airline to launch dedicated program for nervous flyers](#) [2]



Virgin Australia has launched a new program to assist nervous flyers, allowing them to self-identify with the airline prior to travelling. The program is the first of its kind in Australia.

The Nervous Flyers program is designed to support the health and wellbeing of its passengers and team members and was first announced in October 2018, when Virgin Australia hosted the world's first dedicated meditation flight with Sir Richard Branson, in partnership with Australian wellbeing and mindfulness meditation leader Smiling Mind.

Guests who self-identify as a nervous flyer can expect:

- ? A personalised email a week before they travel with the latest inflight wellness research from Virgin Australia's expert health and wellness partners, and a behind-the-scenes look at some technical aspects of Virgin Australia's operations;
- ? A positive affirmation text message from the airline on the day of travel;
- ? Dedicated inflight wellness and meditations on Virgin Australia's inflight entertainment; and
- ? Cabin crew will keep an eye out for them and may pop by with a friendly hello or reassuring smile during the flight.

Virgin Australia Acting Chief Operations Officer, Stuart Aggs said: “We understand that for some of our guests, flying can be nerve-wracking and often they feel overwhelmed by the entire travel experience.

“Our research tells us more than 11 per cent of our guests experience high levels of nervousness about travelling, and that they want information and support to help them through their next flight. We’re always working to make flying as joyful and stress-free as possible, which is why we’re extremely proud to launch our Nervous Flyers program today,” Mr Aggs said.

“The Nervous Flyers program allows us to connect with our passengers throughout a number of touchpoints during their journey. Whether it’s sharing breathing techniques from one of our expert partners or a video to help put passengers at ease about turbulence, we want our guests to know we care and we’re here to support them,” Mr Aggs said.

Virgin Australia’s Nervous Flyers program is for passengers who experience nervousness when flying and is available on all Virgin Australia-operated flights when booked at least seven days in advance of travel.

Guests can self-identify as a nervous flyer when making a booking by selecting Specific Assistance/Request ‘Nervous Flyer’, or afterwards through Manage Your Booking or by calling the Virgin Australia Guest Contact Centre on 13 67 89. More information about the Nervous Flyers program can be found on Virgin Australia’s website [here](#) [3].

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