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Virgin Australia reignites domestic travel push with 260,000 half-priced fares ^[2]

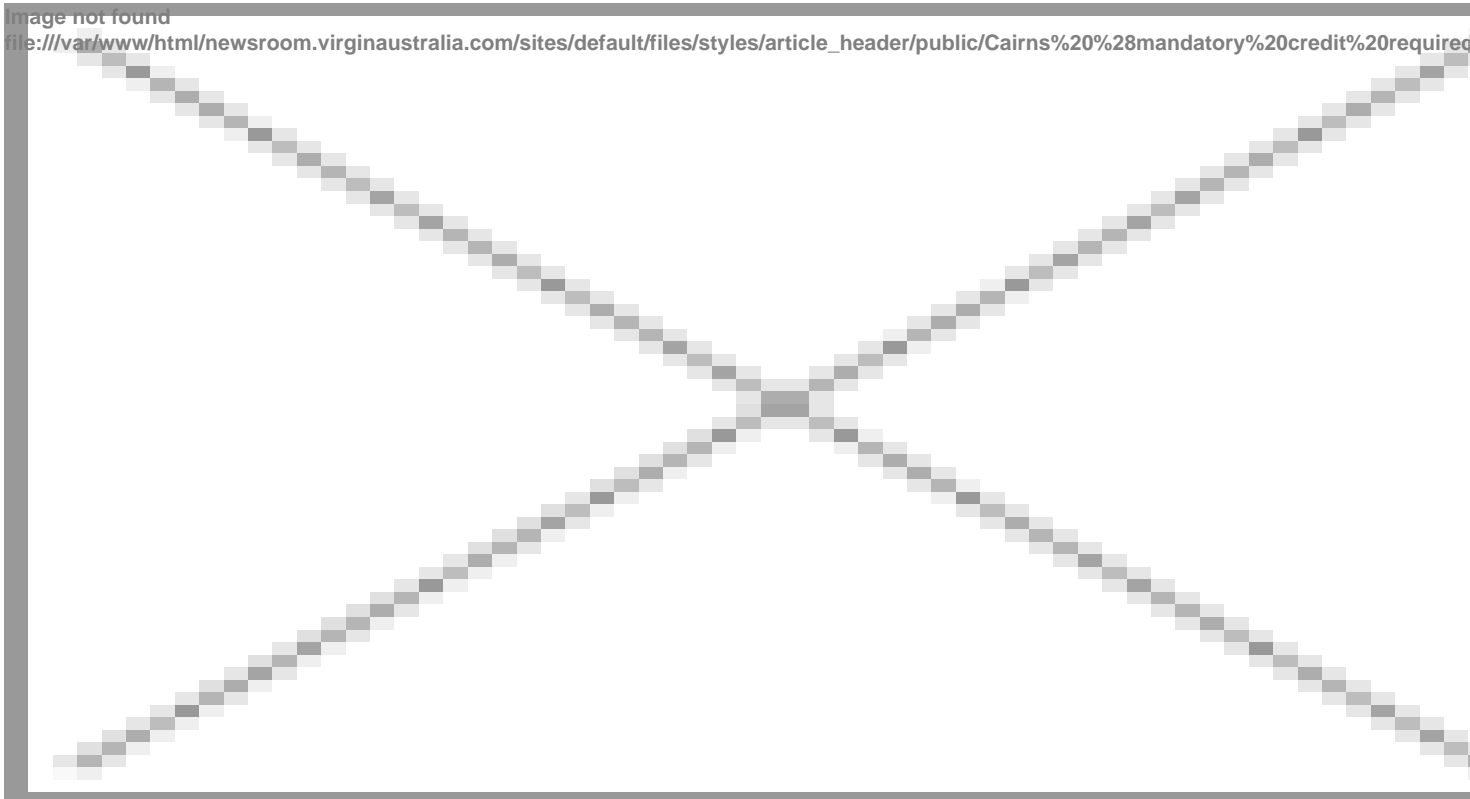


Image credit: Tourism and Events Queensland

- Federal Government stimulus to deliver 260,000 half-priced airfares for consumers from midnight tonight
- Economy fares starting from as low as \$55 between Melbourne-Launceston, \$60 between Sydney-Gold Coast and \$120 between Adelaide-Alice Springs*
- Discounted airfares available for interstate travel across twenty-five Virgin Australia destinations
- Flexibility extended[^] for all bookings made under the half-priced fare program
- Platinum and Gold Velocity member loyalty recognised with a status extension of up to 18 months

BRISBANE, 31 March 2021: Virgin Australia has today revealed the detail behind a push to reignite domestic travel and get Australians back in the skies as the country's tourism industry seeks to recover from the impacts of COVID-19.

As part of a \$1.2 billion support package from the Federal Government to the aviation and tourism sectors, the airline will put 260,000 half-priced economy seats on sale across nine regions and twenty-five destinations from 12:01am on Thursday 1 April 2021.

The seats will be discounted by 50 per cent off Virgin Australia's February lead-in price of tickets* across an initial twenty-four-week period between 1 April – 31 July 2021, for travel from mid-April to 30 September 2021.

As a Queensland-based carrier and despite the evolving situation in Brisbane, the airline will push ahead with the half-priced fares to support tourism businesses on the Gold Coast, Sunshine Coast, in Cairns and the Whitsundays.

For added peace of mind, Virgin Australia will extend its flexible flying policy to enable customers who book travel under the program the ability to change their booking or cancel to travel credit without fees^.

The airline will also reward loyal Platinum and Gold Velocity members who have booked or travelled between 7 December 2020 and 28 March 2021, with a status extension of up to 18 months. The status extension will see eligible members receive complimentary Lounge access, priority boarding, preferential seating, a higher checked baggage allowance, and lucrative bonus points.

Speaking from Brisbane, Virgin Australia Group CEO Jayne Hrdlicka said that despite the current border challenges, the news of half-priced airfares will give regions a sense of hope and deliver a much-needed boost for thousands of tourism businesses who are still doing it tough.

“While there are short-term constraints around travelling to some destinations at the moment, the good news is that our half price tickets can be used for travel up to the end of September. To ensure maximum flexibility under the program, we're also extending our flexible flying policy for all half-priced fare bookings. This is designed to ensure everyone can book with confidence knowing they'll definitely be able to make use of these great value tickets,” said Ms Hrdlicka.

“These half-priced fares will support jobs and the nation's economic recovery over the next six months. There's never been a better time to plan and get on with travelling around Australia.

“We also recognise that loyalty works both ways, and for many of our Gold and Platinum Velocity members, it's been difficult for them to keep their status. That's why we're offering a status extension of up to 18 months alongside a number of generous rewards when they next choose to fly with us.”

The route by route detail and a summary of the nine regions Virgin Australia is supporting as part of the Tourism Aviation Network Support Program is available below.

The specially marked fares will be available for booking at virginaustralia.com from 12:01am on Thursday 1 April 2021. Further information on the program will be available [here](#) [3] tomorrow.

Routes and half-priced fares included as part of the Tourism and Aviation Support Program:

Region	Route	February lead-in airfare (Economy)	Discounted airfare (Economy)
Gold Coast	Adelaide-Gold Coast	\$179	\$90
	Canberra-Gold Coast	\$189	\$95
	Melbourne-Gold Coast	\$155	\$78
	Sydney-Gold Coast	\$119	\$60
Adelaide	Brisbane-Adelaide	\$219	\$110
	Canberra-Adelaide	\$245	\$123
	Melbourne-Adelaide	\$139	\$69
	Perth-Adelaide	\$289	\$145
	Sydney-Adelaide	\$179	\$90
Cairns	Melbourne-Cairns	\$265	\$133
	Sydney-Cairns	\$215	\$108
Sunshine Coast	Melbourne-Sunshine Coast	\$175	\$88
	Sydney-Sunshine Coast	\$139	\$70
Alice Springs	Adelaide-Alice Springs	\$239	\$120

	Brisbane-Alice Springs	\$379	\$190
Whitsundays	Melbourne-Hamilton Island	\$205	\$103
	Sydney-Hamilton Island	\$205	\$103
Launceston	Melbourne-Launceston	\$109	\$55
	Sydney-Launceston	\$135	\$68
Hobart	Brisbane-Hobart	\$215	\$108
	Melbourne-Hobart	\$145	\$73
	Sydney-Hobart	\$159	\$80
Darwin	Brisbane-Darwin	\$279	\$140
	Melbourne-Darwin	\$289	\$145
	Perth-Darwin	\$355	\$178

*Discount applied to Virgin Australia's lead-in fares for February 2021. Sale fares are offered under the Australian Federal Government's Tourism Aviation Network Support (TANS) program. Sale ends midnight 31 July 2021 AEST unless sold out prior. Travel periods apply. Seats are limited and may not be available on all flights. Fare prices are in AUD and are based on one-way Economy fares between the stated destinations and booked on the internet. All payments made by debit/credit card are subject to a payment surcharge. Full terms and conditions at www.virginaustralia.com. [4] ^Flexible booking policy applies to bookings for travel up to 31 January 2022. Changes must be made prior to the date of travel and fare difference may apply.

Notes to Editor:

Virgin Australia is making the following regional seats available under the Tourism and Aviation Network Support Program:

- Gold Coast – more than 85,000 seats
- Adelaide – more than 85,000 seats
- Cairns – more than 10,000 seats
- Sunshine Coast – more than 15,000 seats
- Alice Springs – more than 1,250 seats
- Whitsundays – more than 4,500 seats
- Launceston – more than 19,000 seats
- Hobart – more than 20,000 seats
- Darwin – more than 11,000 seats

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