

New Markets, New Horizons: Competing successfully for the right opportunities

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Virgin Atlantic Airways Ltd

Why does Virgin Atlantic operate to the Caribbean?

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**From this.....
(London, July)**

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...to this

The Caribbean is a large portion of Virgin Atlantic's Leisure flying



- Virgin Atlantic “Leisure” routes include:
 - seven Caribbean islands
 - Orlando
 - Las Vegas
 - Cancun – from June 2012
- Flying to the Caribbean since 1998, from London and Manchester
- Boeing 747-400 aircraft operating full-service scheduled flights with Upper Class, Premium Economy and Economy
- 24 frequencies per week to the region in the winter season, nearly 11,000 seats a week

What makes a leisure destination attractive to Virgin Atlantic?

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- Warm, beautiful location
- Appeal to mixture of travellers, including higher-end
- Active destination marketing
- Efficient and consultative airport



Virgin Atlantic will modernise Leisure fleet in 2012

virgin atlantic
upperclass



virgin atlantic
economy



Premium Economy capacity will increase

virgin atlantic
premium
economy

- Dedicated check-in and crew
- 38" seat pitch, 21" seat width
- Priority boarding/baggage reclaim
- Pre-flight drink



- Choice of dining options, aperitifs and snacks served on china dinnerware
- Complimentary newspaper
- Adding 14% more Premium Economy seats in 2012
- More high-end passengers



