

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

Edmond Rose

Director of Commercial & Revenue Planning

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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# What makes a leisure destination attractive to Virgin Atlantic?

- 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



