

virgin atlantic 

Three new ways to fly

A guide for our Agency partners



Three new ways to fly – Agency ‘how to’ guide

Recognising that one size doesn’t fit all, from spring 2018 Virgin Atlantic will introduce three new ways to fly economy – ‘Economy Light’, Economy Classic’ or ‘Economy Delight’.

The three new ways to fly will allow customers to choose the product that suits their budget and travel style – but never compromise on inclusive food and drink, unrivalled service, and inflight entertainment.

The new Economy Light ticket will always offer Virgin Atlantic’s lowest fare - making long haul travel affordable and accessible for millennials, and customers jetting off on city breaks.

Economy Classic will now offer free seat assignment – providing extra reassurance for families and groups that they can sit together.

Economy Delight offers the leading economy product of any UK airline - customers will enjoy a seat with 34 inch legroom, priority check in and boarding as well as advanced seat assignment.

Contents

1. [What your customers will get](#)
2. [Booking information](#)
 - [Booking classes](#)
 - [Fare basis](#)
 - [Fare type code](#)
 - [In your GDS](#)
 - [Online booking tools](#)
 - [Combinability](#)
 - [Open jaw](#)
 - [Changes and refunds](#)
 - [Suppressing](#)
 - [Groups](#)
 - [Waivers](#)
 - [Existing unticketed bookings](#)
 - [Seating](#)
 - [Baggage](#)
3. [Flying Club](#)
4. [Frequently asked questions](#)
5. [Appendix](#)

1. What your customers will get

	economy light	economy classic	economy delight
 Free seat selection	✓ At check in	✓ At any time	✓ At any time
 Premium Check In			✓
 Hand luggage only	✓		
 1x23kg checked bag		✓	✓
 Priority boarding			✓
 Seat with 31in seat pitch	✓	✓	
 Extra legroom seat with 34in seat pitch			✓
 Meals, drinks and snacks	✓	✓	✓
 Lowest miles & 25 tier points**	✓		
 Standard miles & 25-50 tier points**		✓	
 Maximum miles & 50 tier points**		✓	✓
 No refunds or changes	✓		
 Upgrade with miles		✓	✓

*seats can also be selected for £30

**only available for Flying Club members

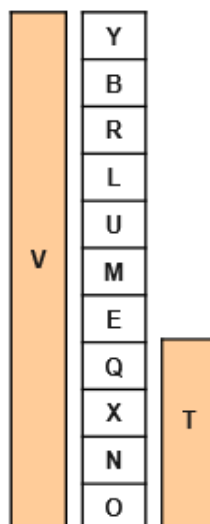
[Return to top](#)

2. Booking information

	economy light	economy classic	economy delight
Filed in ATPCo	✓	✓	✓
Booking classes	T	Y, B, R, L, U, M, E, Q, X, N, O	V
Dual inventory look up availability check	✓	All economy booking classes	✓
Fare Basis structure	7th character denotes the brand	7th character denotes the brand	7th character denotes the brand
Fare Basis code product identifier	B	M	C
Fare type code	EOU (OW) ERU (RT)	SIP	EON (OW Non-Ref) ERN (RT Non-Ref) EOR (OW Ref) ERR (RT Ref)
Combinability		✓	✓
Open jaw	✓ within fare rules	✓ within fare rules	✓ within fare rules
Changes		✓ within fare rules	✓ within fare rules
Refunds		✓ within fare rules	✓ within fare rules
Group bookings		✓	✓
Waivers	Please follow normal procedures for waiver requests		
Seating	✓ At check in	✓ Free seat selection at any time	✓ Free seat selection at any time
Checked Baggage allowance		✓	✓

[Return to top](#)

- Our new economy products will be available for sale in Spring 2018
- Our new economy products are available on Virgin Atlantic operated and marketed (VS) flights
- Our new economy products may issued on VS 932 ticket stock
- Our new economy products fare and fare rules will be filed in ATPCo as published tariffs
- Our new economy products will be booked using the following booking classes
 - Economy Light T
 - Economy Classic Y, B, R, L, U, M, E, Q, X, N, O
 - Economy Delight V
- We will file all booking classes for Economy Delight and Economy Classic and up to a maximum of four booking classes Q, X, N, O for Economy Light
- V & T as a Floating Class
 - Dual inventory look-up availability check
 - V class - maximum flight inventory matched to Extra Legroom seats by equipment type
 - T class - inventory matches Economy Classic, and will be available to a maximum of 4 inventory classes (O,N,X,Q)



- When pricing Light if there is no availability within the prime fare basis code (Q, X, N, O), you will need to price an alternative service – Classic or Delight

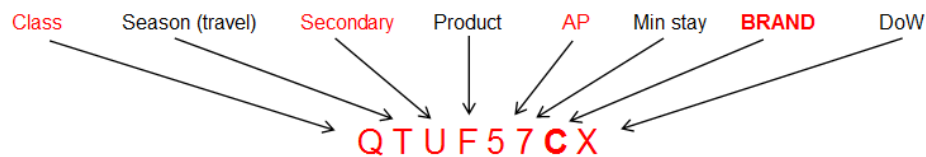
[Return to top](#)

- Fare basis structure where the 7th character denotes the brand
 - Economy Delight - C
 - Economy Classic - M
 - Economy Light - B

Please note the fare display will not show the fare basis starting with prime codes V or T

Delight example:

- Booking class is V, the flight segments in the reservation and on the ticket will show as V
- The prime code in the fare basis is Q, pricing will be related to this RBD
- 7th character brand identifier C = Delight



- Fare type code

Brand	Fare type	FBC product ID	Definition
Economy Light <i>Basic Economy</i>	EOU	B	Economy OW Unbundled
	ERU		Economy RT Unbundled
Economy Classic <i>Main Cabin</i>	SIP	M	
Economy Delight <i>Comfort+</i>	EON	C	Economy Sell-Up OW Non-Ref
	ERN		Economy Sell-Up RT Non-Ref
	EOR		Economy Sell-Up OW Ref
	ERR		Economy Sell-Up RT Ref

- In your GDS
 - GDS users should use brand names, brand codes and attributes to display the products. Further information can be obtained from your GDS provider
 - Please ensure that V and T class are not suppressed by any Search Control Console (SCC) rules in the GDS
 - When pricing Light if there is no availability within the prime fare basis code (Q, X, N, O), you will need to price an alternative service – Classic or Delight

Note: please check 'Full description' for complete details of service attributes

[Return to top](#)

-
- Online Booking Tools (OBTs)
 - If you are using an Online Booking Tool please contact your provider for further information on how to work with Virgin Atlantic economy services
 - Combinability
 - Any combination of Upper, Premium, Economy Delight, Economy Classic is possible within fare rules
 - Economy Light cannot be combined with any other fare or brand
 - A PNR may contain multiple services, however all passengers in a segment must be booked in the same economy service
 - e.g. on the outbound segment all passengers travelling together must be booked in either Economy Delight, Economy Classic or Economy Light
 - Subject to combinability, on the inbound segment all passengers travelling together must be booked in in either Economy Delight, Economy Classic or Economy Light
 - Open jaw is permitted within fare rules
 - Changes and refunds
 - For changes and refunds please refer to fare rules
 - Suppressing
 - Agents should use GDS entries to price by chosen brand Economy Delight or Economy Classic if they do not wish to surface Economy Light
 - Group bookings (10+ passenger) can book our Economy Delight or Economy Classic service but cannot book Economy Light
 - Corporate bookings
 - Agents booking corporate fares should use their normal booking entries
 - Waivers
 - Please follow normal procedures for waiver requests
 - Existing unticketed bookings
 - Where the V class has been stored, you will need to manually build as per GDS guidelines to issue the ticket in X class
 - Please ensure that all applicable taxes are collected at time of ticketing

[Return to top](#)

- Seating
 - You will continue to be able to assign seating in your GDS for customers booked in Y and B class - customers will be able to select from all standard economy cabin seats
 - For all other advanced seat assignment customers must visit [manage my booking](#)
 - Customers purchasing Economy Light can select seats at check in
 - Customers purchasing Economy Light are able to customise their experience by purchasing standard seats at any time after booking
 - For more information on seating please visit [virginatlantic.com](#)
- Baggage
 - Economy Delight
 - Hold baggage allowance (1bag)*
 - Economy Classic
 - Hold baggage allowance (1bag)*
- Economy Light
 - No hold baggage allowance

*1 bag except where point of sale specifies 2 bags currently – these will continue to have a 2 bag allowance







- UK or US to India
- UK or US to Lagos
- US to Johannesburg

There is no change to hand baggage allowance or dimension

For more information on baggage allowances please visit [virginatlantic.com](#)

3. Flying Club

In the air and on the ground, Flying Club offers your customers better rewards than other loyalty programmes, including flights, upgrades and more

Flying Club Silver benefits				
		economy light	economy classic	economy delight
	Free seat selection any time	✓	✓	✓
	Premium Check In	✓	✓	✓
	Priority Luggage delivery	✓	✓	✓
	Lowest miles & 25 tier points + 30% bonus miles	✓		
	Standard miles & 25-50 tier points + 30% bonus miles		✓	
	Maximum miles & 50 tier points + 30% bonus miles			✓

[Return to top](#)

Flying Club Gold benefits

		economy light	economy classic	economy delight
	Free seat selection any time	✓	✓	✓
	2 x hand luggage [^]	✓	✓	✓
	1x23kg checked bag [^]	✓		
	2x23kg checked bag [^]		✓	✓
	Upper Class Check In	✓	✓	✓
	Fast Track Security	✓	✓	✓
	Clubhouse access	✓	✓	✓
	Partner lounge access	✓	✓	✓
	Priority boarding	✓	✓	✓
	Exit or preferred row seats ^{^^}		✓	
	Extra legroom seat with 34in seat pitch			✓
	Priority luggage delivery	✓	✓	✓
	Revivals lounge access	✓	✓	✓
	Lowest miles & 25 tier points + 60% bonus miles	✓		
	Standard miles & 25-50 tier points + 60% bonus miles		✓	
	Maximum miles & 50 tier points + 60% bonus miles			✓

*seats can also be selected for £30

**only available for Flying Club members

***Free seat selection for member and all other passengers in booking

[^]Additional hand and hold baggage allowance are for members only

^{^^}Preferred seating refers to the Upper Deck on our 747 Aircraft

[Return to top](#)

4. Frequently Asked Questions

General

Will this change apply to all routes, and markets?

- *We will be rolling these products out on all Virgin Atlantic operated itineraries. At times not all three products will be available*

Will this apply to Delta marketed flights?

- *Our new economy products are available on Delta Air Lines marketed flights (DL*)*
- *Our new economy products may be issued on DL006 ticket stock (AF004 ticket stock where applicable in core Europe)*

Customer experience

Will inflight entertainment still be included?

- *Yes, our award winning entertainment is included for all customers, regardless of the brand or cabin in which they travel*

Will food and drink still be included?

- *Yes, food and drink is included for all our customers, regardless of the ticket type or cabin in which they travel. Customers in Economy Light, Classic and Delight will all get the same food and drink offer*

Will Economy Delight be the same as Premium?

- *No, Economy Delight is within the Economy Cabin – with added extras of extra legroom, priority check in and boarding. Premium is a separate cabin*

What are the seat pitches in Economy?

- *Economy standard seats: up to 31"*
- *Economy Delight seats (extra legroom): up to 34"*

Will you board the plane based on the ticket type bought (for overhead luggage space) – Delight, Classic, Light?

- *We will continue to board as we do today. Economy Delight has the added benefit of using the priority boarding lane through which our Upper Class, Premium and eligible Flying Club members use. There are no plans for Economy Light to be last to board on Virgin Atlantic operated services*

Will families be seated together when purchasing Economy Light?

- *Family seating rules will be applied to seat allocation, meaning children will always be seated with an adult when booked in the same reservation*

[Return to top](#)

Are there any changes to disabled seating policies when purchasing Economy Light

- No – for more information on Special seating for mobility-impaired customers please visit virginatlantic.com

Will limits to hand luggage be changed in any cabin?

- No, there is no change to hand luggage

How many bags can people take onboard?

- Our hand luggage allowance isn't changing - for more information on baggage allowances please visit virginatlantic.com

What if there is no space in the overhead locker for a customer's bag when they have purchased Economy Light?

- If the carry on meets the size and weight requirements and there is not enough space in the cabin, this item may be safely stowed in the hold for free

What if a customer needs a checked bag?

- Economy Classic and Economy Delight represent the best value to customers wishing to include a checked bag. Customers who have purchased an Economy Light fare will be able to pay to check a bag

What happens when customers need to check in medical equipment of children's pushchairs etc.?

- Customers wishing to check in wheelchairs, mobility aids and children's pushchairs/car seats will be able to do so free of charge, regardless of service purchased

Ancillary

Can you upgrade from Light to Classic, Delight, Premium or Upper?

- Economy Light customers cannot upgrade using cash or miles to any brand or cabin

Can you upgrade from Classic or Delight to Premium and Upper?

- Yes, as today

How can customers purchase seating?

- Customers booked in Y and B will continue to receive free seat assignments which can be assigned in your GDS - customers will be able to select from all standard economy cabin seats
- For all other advanced seat assignment customers must visit [manage my booking](#)

What is the cost of purchasing extra baggage for each brand?

- For more information on baggage allowances please visit virginatlantic.com
Note: Light will be able to purchase checked baggage during the check in process on line or at the airport

[Return to top](#)

Pricing

Will fare rules and penalties vary by brand?

- *Please refer to fare rules to ensure the most up to date information is provided*

How can customers be upgraded to a different brand, what are the entries?

- *Either through Upsell on our own direct channels, or using reprice as today*

Are all five brands combinable regardless of cabin?

- *Customers in Economy Light will not be able to combine their fare with any other brand or cabin. All other services are combinable. Please refer to fare rules to ensure the most up to date information is provided*

Will nett fares be available?

- *We will not offer nett fares for Economy Light*
- *We will have an omni-channel approach to all products, making them available to purchase in your GDS as well as directly with Virgin Atlantic*

Disruption/Rebooking

Are schedule change/IROP rebooking procedures the same for all services

- *Yes*

Customer Service


Who do we contact with any questions regarding Virgin Atlantic Economy services?

- *Please visit our dedicated page on [vsflyinghub](#)* to get in touch, or contact your local Sales Support team*

5. Appendix



In your GDS - Amadeus

- Please check 'Full description' for complete details of service attributes


LIGHT (all selected flights) [See full description](#)
 Baggage *Included*
 Seat *At a charge*
 Food & Beverage *Included*

ECONOMY LIGHT
STYLISH TRAVEL MADE LIGHTER

UPGRADE TO:

<p>  CLASSIC (all selected flights) + 20.00 You add: Seat <i>Included</i> Refund <i>At a charge</i> Change <i>At a charge</i> </p> <p>ECONOMY CLASSIC LITTLE EXTRAS THAT MAKE A BIG DIFFERENCE</p>	<p>  DELIGHT (all selected flights) + 70.00 You add: Seat <i>Included</i> Premium Seat <i>Included</i> Refund <i>At a charge</i> Change <i>At a charge</i> </p> <p>ECONOMY DELIGHT A BIT MORE LEGROOM AND A LOT MORE STYLE</p>
---	--

[Return to top](#)