

The logo for VSbulletin features a document icon with three horizontal lines on the left, followed by the text 'VSbulletin' in a purple, sans-serif font. The 'V' and 'S' are larger and more prominent than the rest of the text.

## VSbulletin 64 - Virgin Group and Virgin Atlantic announce intention to launch a new Virgin loyalty program, powered by the currency of Virgin Atlantic's Flying Club.

Today we're announcing the intention for the Virgin Group and Virgin Atlantic to launch a new Virgin-wide loyalty program, with unique and differentiated reward opportunities, to reward customer loyalty across Virgin branded companies. This new loyalty program will offer members the chance to collect and redeem 'miles', the currency of Virgin Atlantic's frequent flyer program, across a range of products and services.

A new company, Virgin Group Loyalty Company (VGLC), will be established to own and manage this exciting Virgin loyalty program. Virgin Red, an existing loyalty start-up within the Virgin Group, will also be integrated into the group-wide loyalty program, as we bring reward across the Virgin family together into a single company and create a more valuable offer for our customers. VGLC will launch in 2019 and will be owned by Virgin Group and Delta Air Lines.

Flying Club will continue as the frequent flyer program for Virgin Atlantic's customers and will continue to use miles as its currency. Flying Club members will continue to collect Tier Points and collect and spend miles across Virgin Atlantic, Delta and a range of airline and other partners as they do today. In the future Flying Club members can look forward to an expanded range of valuable ways to collect and spend miles that will be powered by the new Virgin loyalty program.

Andrew Swaffield has been appointed as CEO to lead VGLC. Andrew was previously Chief Executive of Avios and oversaw its creation, and most recently was CEO of the Monarch group. Prior to that he spent 17 years with British Airways and 10 years with Thomas Cook.

Andrew Swaffield, CEO of VGLC, said: "Virgin is one of the most admired brands in the UK and across the world, serving 53 million customers each year across 60 companies. Customers expect to be rewarded for their loyalty to Virgin and we want to ensure Virgin customers get the very best rewards possible. Our ambition is to bring the Virgin companies together and combine their appeal to customers, working together to create a truly outstanding offer"

Oli Byers, SVP Global Sales and Customer Loyalty, Virgin Atlantic, said:

"Today Flying Club offers Virgin Atlantic's customers compelling and valuable rewards for flying on Virgin Atlantic, Delta and a range of Flying Club partners. This will continue to be the case, but at the same time we're excited to work collaboratively with Virgin Group to build a stronger loyalty program and unleash the power of our shared brand to reward customers for their loyalty to Virgin. We'll be giving customers more reasons to join Flying Club and fly with Virgin Atlantic and our airline partners."

# VSbulletin

---

We will keep our customers updated with more detail of the exciting new proposition as it is developed.