

Virgin Australia offers guests who have made a booking via a travel agent to utilise the UpgradeMe Premium Bid facility and allow the travel agent to retain control of the PNR/Ticket in most cases.

What is UpgradeMe Premium Bid?

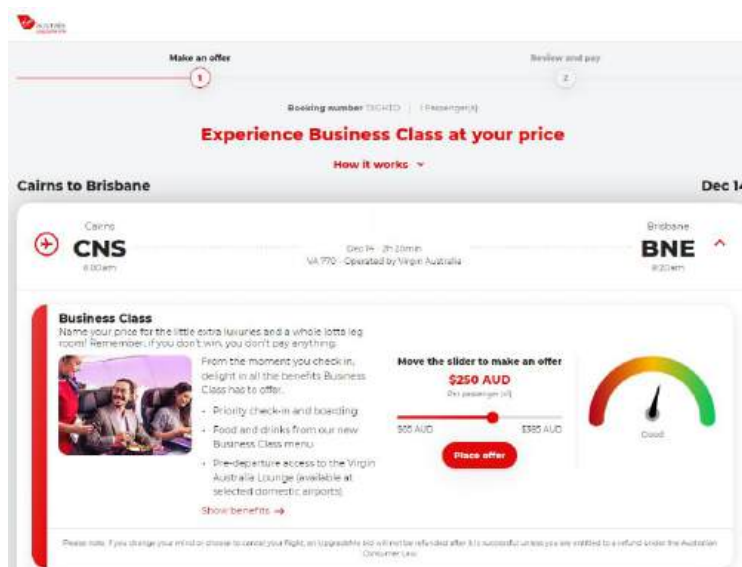
UpgradeMe Premium Bid offers guests the opportunity to upgrade to a premium cabin class on Virgin Australia operated services by making an offer on the Virgin Australia website up to 4 hours prior to the flight's scheduled departure time for the chance to upgrade to Business Class. Utilising the UpgradeMe Premium Bid functionality will be subject to the UpgradeMe Premium Bid [terms and conditions](#).

How does UpgradeMe Premium Bid work?

1. Make an offer

Go to the [UpgradeMe Premium Bid webpage](#) on the Virgin Australia website. Make an offer for the amount that the guest would like to pay to upgrade to Business class, up to 4 hours before your flight's scheduled departure time. The guest can modify or cancel an offer at any time until the earlier of: a) being notified that the offer has been successful, or b) 4 hours prior to the scheduled departure time of the flight.

The guest's offer will need to be within the minimum and maximum bid amounts presented at the time the guest makes their offer. These amounts may vary up until the time that the offer period closes.

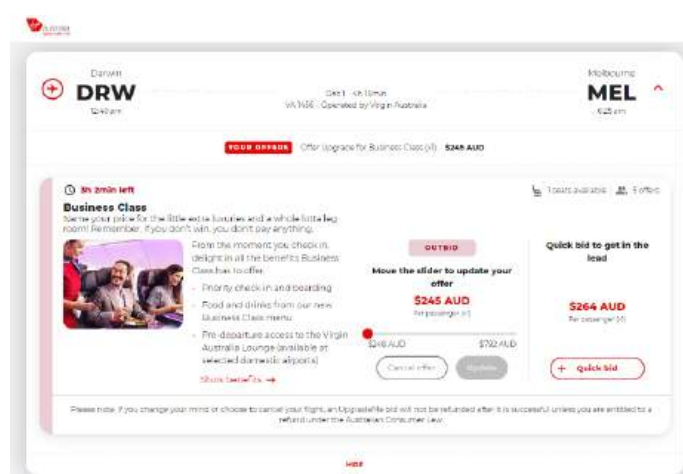


The screenshot displays the 'Make an offer' interface for upgrading to Business Class. At the top, a progress bar shows '1 Make an offer' and '2 Review and pay'. Below this, the flight details are shown: Cairns to Brisbane, Dec 14, 20:10min, via 770 - Operated by Virgin Australia. The current class is Economy (ECON) and the target is Business Class (BNE). The 'Experience Business Class at your price' section lists benefits: priority check-in and boarding, food and drinks from the new Business Class menu, and pre-departure access to the Virgin Australia Lounge. A slider allows users to 'Move the slider to make an offer' with a current bid of \$250 AUD (2 x passenger x 125). A 'Place offer' button is visible. A 'Show benefits' link is also present. A note at the bottom states: 'Please note, if you change your mind or choose to cancel your flight, an UpgradeMe Bid will not be refunded after it is successful unless you are entitled to a refund under the Australian Consumer Law.'



2. Review the highest bid amount during real-time bidding, and your guest can choose to submit a higher bid

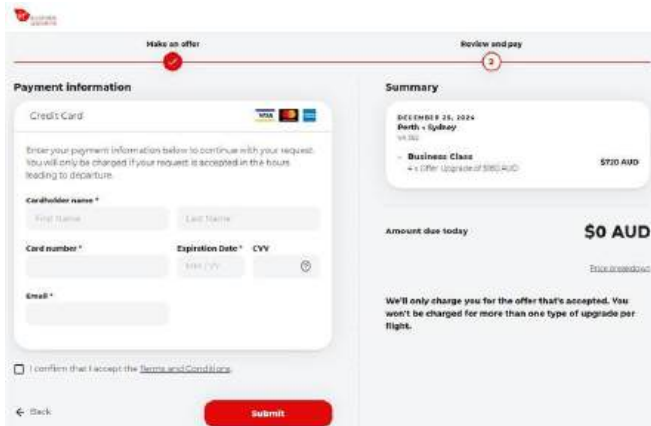
If demand for business class is high, real-time bidding may occur, within 72 hours of the flight's scheduled departure time. The guest will be notified of real-time bidding via email if their offer is outbid, and they will be provided the opportunity to modify their offer. Therefore, please ensure the guest's email address is entered when making the initial offer. Please note that if the guest is notified that their offer is outbid, their offer could still be successful without being modified, depending on the level of availability and other guests' offers.



3. The guest will be charged only if their bid is successful

When you put in an offer, an AUD\$2 authorisation hold will be placed on the payment card account used to submit the offer (and this will be returned to the cardholder once the account has been verified). If the bid isn't successful, the guest won't be charged.





The screenshot shows a two-step process for making an offer and paying for an upgrade. Step 1, 'Make an offer', is active and shows the 'Payment information' section. It includes a 'Credit Card' section with fields for Cardholder name (First and Last Name), Card number, Expiration Date, and CVV. There is also an 'Email' field. A checkbox for 'I confirm that I accept the Terms and Conditions' is present. A red 'Submit' button is at the bottom right. Step 2, 'Review and pay', is shown on the right. It includes a 'Summary' section with flight details: 'DECEMBER 26, 2024', 'Perth - Sydney', '4 x 1000', and 'Business Class'. The 'Amount due today' is '\$0 AUD'. A note at the bottom states: 'We'll only charge you for the offer that's accepted. You won't be charged for more than one type of upgrade per flight.'

Some standard inclusions of Business class fares will not be applicable to an upgraded booking, including change and cancellation policies and fees of Business class fares. The baggage allowance of the guest's original fare will continue to apply following a successful upgrade. Guests upgrading from a Lite fare do not have a checked baggage allowance but can pre-purchase a bag; see [here](#) for more information on additional baggage fees.

If the guest changes their mind or chooses to cancel or change their flight after receiving a successful upgrade, an UpgradeMe Premium Bid will not be refunded, unless the guest is entitled to a refund under the Australian Consumer Law.

Eligibility

To check whether the guest's booking is eligible, you can navigate to the [UpgradeMe Premium Bid page](#) on the Virgin Australia website and enter their Last Name and PNR. If their booking is eligible, you will be directed to the bidding process where you can make an offer on the guest's behalf.

What happens next?

If the guest's offer is successful, we will notify them via email at least 3 hours prior to their flight's scheduled departure time. The guest will be charged the amount that they submitted in their offer (the final offer, if they modified their offer), and they will receive their new upgraded itinerary via email.

If the guest's offer is not successful, they will not be charged for their offer, and they will keep their original itinerary.

If the offer is successful and the booking was created in a GDS, the following PNR updates will take place:

- The upgraded flight sector is added and the original flight sector is cancelled



- An SSR message will be sent via the GDS advising the travel agent the guest has been successful with an UpgradeMe Bid and they will need to cancel the HX sector

SSR OTHS 1S PREMIUM BID UPGRADE. PNR OWNERSHIP REMAINS WITH AGENCY.

SSR OTHS 1S PLZ UPDATE ITIN BY XXL ALL HX SEGMENTS.

The e-ticket will not be reissued and will still show the sector as being held in Economy Class with the applicable class and fare basis, while the itinerary will show the upgraded Business Class sector (Z class). Travel agents will retain control of the PNR/Ticket.

Initial Upgrade

Original PNR	Original E Ticket
1 VA 803 K 21FEB MELSVD HK2 0600 0725 2 VA 882 T 25FEB SYDMEL HK2 1900 2035	1 VA803 K 21FEB MELSVD 0600 OK OPEN 2 VA882 T 25FEB SYDMEL 1900 OK OPEN
Upgraded PNR	E Ticket – NO CHANGE
1 VA 803 K 21FEB MELSVD HK1 0600 0725 2 VA 882 Z 25FEB SYDMEL HK1 1900 2035	1 VA803 K 21FEB MELSVD 0600 OK OPEN 2 VA882 T 25FEB SYDMEL 1900 OK OPEN

Process for Changes

Changes to UpgradeMe Premium Bid Upgraded bookings

- Change to upgraded sector

Upgraded PNR	E Ticket – for upgraded PNR
1 VA 803 K 21FEB MELSVD HK1 0600 0725 2 VA 882 Z 25FEB SYDMEL HK1 1900 2035	1 VA803 K 21FEB MELSVD 0600 OK OPEN 2 VA882 T 25FEB SYDMEL 1900 OK OPEN
Date/Time change to upgraded (SYDMEL) sector – PNR	E Ticket – EXCHANGED adcol collected T to L class
1 VA 803 K 21FEB MELSVD HK1 0600 0725 2 VA 892 L 25FEB SYDMEL HK1 2100 2235	1 VA 803 K 21FEB MELSVD 0600 OK OPEN 2 VA892 L 25FEB SYDMEL 2100 OK OPEN

Note: when reissuing the ticket as a result of a change to a non-upgraded sector, the new ticket will need to be manually built to ensure the upgraded sector booking class matches the class in the PNR (Z for Business Class upgrade), whilst the original fare basis code of the upgraded sector remains the same (example above – TZDA).



UpgradeMe Premium Bid Process Travel Agent Guide



Change Type	Changes to: a NON-upgraded sector	Changes to: Upgraded sector
Choice and Flex same class available (T to T)	<p><i>If the guest wishes to make a change to a non-upgraded sector in the same class:</i></p> <ul style="list-style-type: none"> *Re-book new flight using same booking class on non-upgraded sector *REISSUE ticket collecting change fee. *Original fare basis and fare value apply to upgraded sector coupon, reissued ticket will show Z class 	<p><i>If the guest wishes to make a change to an upgraded sector in the same class:</i></p> <ul style="list-style-type: none"> *Re-book new flight using same Economy booking class (if available). *REISSUE ticket collecting change fee <p><i>Guest can choose to re-bid for an upgrade using UpgradeMe Premium Bid if the flight departs in more than 72 hours.</i></p>
Choice and Flex same class NOT available	<p><i>If the guest wishes to make a change to a non-upgraded sector in a different class:</i></p> <ul style="list-style-type: none"> *Re-book new flight using best available booking class on non-upgraded sector. *REISSUE ticket collecting fare and tax difference from original Economy fare plus change fee. *Original fare basis and fare value apply to upgraded sector coupon, reissued ticket will show Z class 	<p><i>If the guest wishes to make a change to an upgraded sector and book a different class:</i></p> <ul style="list-style-type: none"> *Re-book new flight using best available booking class that is equal or higher in value. *REISSUE ticket collecting fare and tax difference from original Economy fare plus change fee <p><i>Guest can choose to re-bid for an upgrade using UpgradeMe Premium Bid if the flight departs in more than 72 hours.</i></p>
Flex same class available (L to L)	<p><i>If the guest wishes to make a change to a non-upgraded sector in the same class:</i></p> <ul style="list-style-type: none"> *Re-book new flight using same booking class on non-upgraded sector *REVALIDATE ticket 	<p><i>If the guest wishes to make a change to an upgraded sector and book in the same class:</i></p> <ul style="list-style-type: none"> *Re-book new flight using same Economy booking class (if available) *REVALIDATE ticket <p><i>Guest can choose to re-bid for an upgrade using UpgradeMe Premium Bid if the flight departs in more than 72 hours.</i></p>
Flex same class NOT available	<p><i>If the guest wishes to make a change to a non-upgraded sector in a different class:</i></p> <ul style="list-style-type: none"> *Re-book new flight using best available booking class on non-upgraded sector *REISSUE ticket collecting fare and tax difference *Original fare basis and fare value apply to upgraded sector coupon, reissued ticket will show Z class 	<p><i>If the guest wishes to make a change to an upgraded sector and book in a different class:</i></p> <ul style="list-style-type: none"> *Re-book new flight using best available booking class that is equal or higher in value. *REISSUE ticket collecting fare and tax difference from original Economy fare <p><i>Guest can choose to re-bid for an upgrade using UpgradeMe Premium Bid if the flight departs in more than 72 hours.</i></p>



Frequently Asked Questions

Q. What fare types is UpgradeMe Premium Bid upgrades permitted on?

A. UpgradeMe Premium Bid upgrades are permitted on:

- › Fares issued on Virgin Australia (795) ticket stock for flights marketed and operated by Virgin Australia
- › Lite, Choice and Flex fares (Domestic, and International Short Haul)
- › BT/IT tickets
- › Published/Corporate and Wholesale Fares
- › Itineraries with flights using our Interline partners but only on the VA marketed and operated segment

Q. How will I know that the guest has upgraded using UpgradeMe Premium Bid?

A. The PNR will reflect the upgrade in Z class and an SSR message will be sent via the GDS to the travel agent to action the cancelling of the original flight sector, advising that the booking has been upgraded via UpgradeMe Premium Bid.

Q. Do I need to reissue the ticket to reflect the upgrade?

A. No, the e-ticket does not need to be reissued/revalidated unless the guest makes a future change to the PNR itinerary (see above scenarios).

Q. Will the E ticket reflect the upgrade?

A. No, the e-ticket will not reflect the upgrade. It will only show in the itinerary. The ticket remains in the same booking class that the passenger originally booked and paid for.

Q. What if the guest wishes to make a change to a sector in the PNR other than the upgraded sector?

A. If changes are required to a travel agency created PNR after a sector has been upgraded; where the itinerary change does not involve the upgraded sector, the travel agent can revalidate or reissue the ticket using the normal process and this will not affect the upgraded sector.

Q. What if the guest wishes to make a change to an upgraded sector?

A. Where a sector that has been upgraded requires a date/time or routing change, the travel agent should proceed to rebook the new flight in a fare that is equal to or higher than the fare booked before the upgrade was processed. The ticket will need to be reissued or revalidated, depending on the scenario. The amount charged to the card for the UpgradeMe Premium Bid upgrade is forfeited.

Q. Is it still possible to Web/Mobile and Kiosk check-in on upgraded sectors?

A. Yes, it is possible to check in via Web/Mobile and at the Kiosk. .

Q. If there are multiple passengers on my bookings, does the guest have to make an offer for all passengers?

A. Yes. You cannot split the UpgradeMe Premium Bid if there are multiple guests in the PNR .



If the upgrade is accepted, all passengers will be upgraded and charged for the total UpgradeMe offer for all guests.

Q. Is it possible to increase/decrease the offer, if the guest has already made the offer?

A. Yes. The guest can modify their offer by clicking on the link in the confirmation email, or by visiting the UpgradeMe Premium Bid webpage, up to 3 hours prior to departure of their flight, only if the offer is not yet successful.

Q. The guest needs to change a flight, for which they have made an upgrade offer. Can they transfer the offer to the new flight?

A. No. UpgradeMe Premium Bid offers are non-transferrable. The guest will need to cancel their original offer and make a new offer on their new flight, if they wish to do so. To do so, visit the UpgradeMe Premium Bid webpage, and follow the simple step-by-step process to make a new offer.

Q. The guest needs to change a flight, for which they have successfully received an upgrade. Can they transfer the upgrade? If not, what happens to the upgrade?

A. Upgrades cannot be transferred unless the change is due to a disruption caused by Virgin Australia. If the guest chooses to change their flight after being successfully upgraded, they will not be refunded for the value of their successful offer.

Q. The guest needs to cancel a flight, for which they have successfully received an upgrade. Can they cancel their upgrade?

A. The guest can cancel their booking as per the original fare rules, but they will not receive a refund for their successful offer.

Q. Will the guest earn extra Velocity Points or Status Credits if they are successfully upgraded?

A. No. Velocity Points or Status Credits can only be earned at the rate they would have earned for the original booking.

Q. The guest's offer was unsuccessful. Can they make a second offer?

A. No. If the guest's offer was unsuccessful, they cannot make another offer on the same flight.

Q. What fare rules apply to my upgraded booking?

A. The fare rules of the original booking will continue to apply to the upgraded booking.

Where can I go for more information?

- Refer to the [UpgradeMe Premium Bid webpage](#)
- Contact the Virgin Australia Industry Support Team or your Virgin Australia Account Manager

