

Overview of changes for travel trade

What are the changes?

- In line with our mission to be Australia’s most loved airline, we are increasing the availability of Fare Brands for customers on domestic and international short haul flights when they book with Virgin Australia.
- Previous to these changes, once Lite and Choice inventory were sold out customers would have had to purchase a Flex fare
- From **6 November 2024**, if there are Economy seats available there will be more fares available, providing travellers with greater choice of fares available that meet their needs
- These changes enable all travellers to access a **greater range of fares, with more flexibility, choice and value regardless of when they book with us** on all Virgin Australia-operated domestic and short-haul international flights.
- The table below illustrates the difference between what Virgin Australia offered previously and what will be offered from 6 November 2024, using matrix pricing .
- Please note: As before, Lite fares are unavailable for booking on certain routes

CURRENT STRUCTURE				NEW STRUCTURE			
RBD	Lite	Choice	Flex	RBD	Lite	Choice	Flex
Y			Y	Y		Y	Y
B			B	B	M-B	B	B
W			W	W	M-W	W	W
H			H	H	M-H	H	H
K			K	K	M-K	K	K
L			L	L	M-L	L	L
R	M-R	R		R	M-R	R	R
E	M-E	E		E	M-E	E	E
O	M-O	O		O	M-O	O	O
N	M-N	N		N	M-N	N	N
V	M-V	V		V	M-V	V	V
P	M-P	P		P	M-P	P	P
Q	M-Q	Q		Q	M-Q	Q	Q
T	M-T	T		T	M-T	T	T
I	M-I	I		I	M-I	I	I
S	M-S	S		S	M-S	S	S
				F	M-F	F	
				U	M-U	U	

- When only Y class is available, Lite will not be available for sale. Travellers will still be able to purchase Choice (Y) and Flex (Y).
- When our new F & U Choice fares are available for sale, a Flex option at this price point will not be available. Travellers will still be able to purchase Lite (M-U, M-F) Choice (U, F) and Flex (S).

Why is Virgin Australia creating more availability within their Economy fare brands?

- At Virgin Australia, we know our customers value choice around how they plan, book and manage their travel.
- Previously, a traveller booking close to their travel date may have been limited in the selection of fares available to them. This change will offer travellers more options in the fare that they choose, as more fare brands are available up until the day of travel when there are seats available for sale in Economy.
- This enhancement empowers customers to travel on the fare that suits their needs.
- For our Travel Agency partners, the additional price points will offer a greater range of fare options for their customers, from which they can compare fares that are subject to their client's booking timeframes and needs, giving the opportunity to be more competitive.

How do these changes affect our customer segments?

• Leisure travellers

There are no changes to the Fare brand inclusions i.e. the existing inclusions of Lite, Choice, Flex and Business fares will remain the same. However, customers may notice that there are more fare brands available during their booking process.

• Corporate travellers

There are no changes to the Fare brand inclusions. Business travellers may notice that there are more fare options available within a shorter booking window (previously they were likely to only see Flex Fares).

Customers with a Corporate travel agreement with Virgin Australia will benefit from an expanded number of fares for which their contracted corporate discount can be applied on Choice and Flex fares and will continue to enjoy discounts on Business Class fares. However, Lite fares will not attract a corporate discount. Furthermore Virgin Australia will be extending the Free of Charge name change fare rule across all Flex and Choice fares including F & U

• Virgin Australia Business Flyer travellers

There are no changes to the Fare brand inclusions. Virgin Australia Business Flyer Members may notice that there are more Fare brands available in the Business Flyer booking portal when they book. Virgin Australia Business Flyer Members will continue to receive up to 4% off Flex Fares and up to 6% off Business Fares when booking in the Business Flyer Booking Portal, or via their dedicated Travel Management company.

How do the changes affect travel agents?

- There are no changes to the Fare brand inclusions i.e. the existing inclusions of Lite, Choice, Flex and Business fares will remain the same. To learn more about our Fare Brand Types please visit the [Fare Types page](#) of the Virgin Australia website in the Travel Information section.

- Matrix pricing enabling Virgin Australia to deploy two expanded Fare brands off one RBD using Branded fares
- Key changes to note are:
 - M Class will continue to be used as the booking RBD for Economy Lite using the current Dual RBD logic
 - Economy Choice booking RBDs will expand to include F U S I T Q P V N O E R L K H W B Y
 - Economy Flex booking RBDs will expand to include S I T Q P V N O E R L K H W B Y
- These changes will be applicable to Virgin Australia marketed and operated domestic and International short-haul markets sold in Australia.

What will the new Fare brands look like in the GDS?

- Different GDS selling platforms will sell fares differently, as they do today.
- **For Agents using a graphic GDS display:** Different GDS selling platforms will display fares differently, as they do today. For example, Agents using a GDS where fare families are displayed will continue to see Lite, Choice, and Flex fares clearly displayed.
- **For agents using a cryptic display:** Agents will be required to sell the fare brands via the appropriate booking class, using guaranteed sell entries to obtain a price quote and need to be familiar with the rules, to ensure tickets are issued according to [Virgin Australia ticketing policy](#).

How do the Fares Work: Matrix Pricing for Choice and Flex Fares?

- Whilst we are not able to share fare information at this time, as an example for illustrative purposes only, the principle is (using notional numbers) if an “O” RBD Choice fare was available at \$200, then an “O” RBD Flex fare is also available at \$300. This principle then follows the same logic as you move further up the RBD fare ladder. The Fare Basis coding is key to identify the fare type purchased. The Lite fare will continue to be linked off the relevant Choice fare using Dual RBD functionality e.g. a linked “M” RBD Lite fare would also be available at \$180.

Fare Family	Booked RBD	Shopped RBD (Inventory)	Fare Basis	Fare
Lite	M	O	OZLT0	\$180
Choice	O	O	OZCH0	\$200
Flex	O	O	OZFL0	\$300

*Fares displayed are for illustrative purposes only and should not be relied upon. Pricing on all fares is subject to change.

Will there be any impact on codeshare flights?

From 6 November 2024, Flex fares will not be available to purchase via Virgin Australia on VA*FC Link Airways and VA*NH All Nippon Airways codeshare services.

We are introducing a blanket waiver to support customers and agents who have Flex bookings on Link Airways and All Nippon Airways post-6 November 2024 that require reissue.

This waiver applies to 795 tickets issued prior to 6 November 2024.

The tickets must include VA*NH or VA*FC with the Flex fare brand. The tickets must include VA*NH or VA*FC with the Flex fare brand.

Eligible tickets will have a one-time change fee waiver after the voluntary change from Flex fare to Choice fare. Example scenarios:

- Flex fare to Choice fare: Changes as per fare rules for the first voluntary change.
- Choice fare to Choice fare: Use the blanket waiver for the second voluntary change.
- Important Note: This waiver is only applicable to the waiver of the reissue fee only.

What if I cannot see the full suite of fares?

We are aware that not all TMC Online Booking Tools are enabled to provide the full suite of fares. Virgin Australia will continue to support TMCs and their Online Booking Tool providers as best as possible while they integrate these changes into their ecosystems.

If you have questions, and are a corporate customer, please contact your Travel Management Company. If you are a Travel Agent, please contact your Head office or Online Booking Tool provider

Where can I find more information?

Please visit our [Agency hub](#) for resources to help you sell Virgin Australia.

To learn more about our Lite fares, please see:

[Virgin Australia Introducing Lite Fares Flyer](#)

[Virgin Australia Lite Fares FAQs](#)

To learn about our Fare inclusions, please see:

[Virgin Australia Fare Inclusion Flyer](#)

Please see our policies:

[Ticketing Policy](#)

[Name Change Policy - Corporate](#)

[Name Correction Policy - Corporate](#)

Virgin Australia is facilitating Drop In sessions to work through your Q&As

Date	Masterclass Topic	Registration Link
Today, Wed 06 Nov 2024 1:00pm - 1:30pm AEST	Facilitated 'Fare Brand changes - drop in support/Q&A'	Register now
Wed 13 Nov 2024 10:30am-11:00am AEST	Facilitated 'Fare Brand changes - how's it going? Check in'	Register now