



We're pleased to share the latest update to Virgin Australia's enhanced fare brands. This update will see an additional RBD introduced into the existing Fare structure, creating three new price points available to book.

The latest enhancement will support Virgin Australia's enablement of greater range of fare options across all domestic and international short haul routes, and more choice of great value fares during the booking process for our customers.

### **What is changing?**

- The "M" RBD will be reintroduced as an additional price point for both Lite and Choice fare brands. It will primarily be used for promotional activity.
- The "F" RBD, previously used for promotional purposes, will become a structural price point. The Flex brand will now also include availability in the "F" RBD.

Please note, there are no changes to Business Class fare structure in this update.

### **What does this change mean for customers?**

Customers will benefit from more choice of great value fares available to book. Specifically, the re-introduction of 'M' class into the Economy fare ladder and addition of 'F' class into Flex will give customers access to an additional three price points.

Corporate customers who hold a corporate contract can access their corporate discount on more fare options (Economy Choice & Flex 'F' class), extending the number of discounts accessible by corporate customers from 32 to 34.

Virgin Australia Business Flyer members will now also have access to their member-only discount on the new Economy Flex 'F' class price point when booking via their TMC.

### **What will the new Virgin Australia Fare Ladder look like?**

See the below infographic to understand the change. Key future state area of change highlighted in red.

**CURRENT STRUCTURE**

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

**NEW STRUCTURE**

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

**Fare Families and ATPCO filings**

Virgin Australia will distribute fare structure changes via ATPCo as published fares with Branded Fare information [S8 Branded fares] using brand fare family codes “LT”, “CH”, “FL” (Note these brand codes may vary per GDS in use).

Fare Brand	Lite	Choice	Flex	Business
RBD	MUFSITQPVN OERLKH WB	MUFSITQPVNO ERLKH WB Y	FSITQPVNOE RLKH WB Y	DCJ
Fare Brand Modifier – Sabre & Amadeus	LT	CH	FL	BU
Fare Brand Modifier – Travelport/Galileo	01	02	03	04

**What do I do if I have existing Dual RBD bookings on M class?**

When exchanging a domestic ticket originally issued under the Dual RBD structure (M), it is recommended that this is actioned manually, and must be in line with the current [General Booking and Ticketing policy](#) (e.g. Only the changed fare component to be repriced at the current fare at time of rebook).

We also acknowledge that during the transition, you will need to manage residual “M” within both Dual RBD (Lite) and Matrix (Lite, Choice) fare constructs until your existing “M” Dual RBD (Lite) bookings are flown out. Please take this into account during your impact assessment.

**Where do I go for support?**

If you need assistance in using fare brand shopping and pricing commands, please contact your GDS Help Desk or refer to the Virgin Australia Trade Hub for clue cards. For more information on the change, please visit the [Virgin Australia Agency Hub](#).