VIRGIN AUSTRALIA'S AWARD-WINNING INTERNATIONAL BUSINESS CLASS LAUNCHES IN LOS ANGELES

News / Airlines, Airports / Routes



Virgin Australia’s new International Business Class was officially launched today at Los Angeles International Airport, representing a significant enhancement to the customer experience on the trans-Pacific route and an important investment in travel and tourism between Australia and the United States.

The airline’s flagship Business Class product ‘The Business’ and a new Business Class Bar and Lounge is now flying daily between Sydney and Los Angeles. It will be installed on all Virgin Australia Boeing 777-300ER aircraft by September 2016, together with a new Premium cabin and a new Economy Space + product in the main cabin.

Virgin Australia Group CEO John Borghetti said: “I’m confident this is the best Business Class flying on the Pacific and that it will be the top choice for premium travellers

“Together with our partner Delta, we will become the only trans-Pacific alliance that can offer our Business Class guests lie flat beds with direct aisle access on all services between Australia and the United States.

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“As the largest airline partner of Tourism Australia, we are passionate about promoting Australia to the United States and the world,” Mr Borghetti said.

In 2015 the United States was Australia’s fourth largest inbound market for visitor arrivals and the third largest market for total visitor spend, with the market predicted to be worth between $4.5 billion and $5.5 billion by 2020. There was a ten per cent increase in visitors from the United States arriving in Australia last year1.

Key features of ‘The Business’ on Virgin Australia’s Boeing 777-300ER aircraft:

? 37 individual and private suites that convert into the length of a queen size bed at 80 inches;

? Reverse herringbone cabin layout, maximising privacy and enabling 100 per cent direct aisle access in a 1-2-1 configuration;

? Generous side console area providing ample space to work, multitask and store personal items, with the addition of a bedside amenity nook for easy access while resting;

? Customised triple-layer seat cushion supported by a hammock sub-frame and a turndown service with memory foam mattress toppers and high-grade cotton pillows and doonas;

? The largest in-flight entertainment screen flying between Australia andNorth America, with an 18-inch High Definition touch screen;

? Luke Mangan-designed menus paired with premium wines and delivered in a fine dining experience tailored to our guests’ needs through à la carte or Express Dining options;

? New Signature Service elements designed to enhance Virgin Australia’s award-winning service, including a Cocktail and Canapé Service with a choice of Bellini, Kir Royale or Mimosa along with a Luke Mangan-designed canapé plate;

? Virgin Australia’s world-first partnership with Nespresso to be served in ‘The Business’ and at the Business Class Bar and Lounge.

Designed by prestigious London agency tangerine, the new Business Class cabinhas already won a Good Design Award 2016 and a Red Dot Award 2016, and was one of three finalists in the Cabin Concepts category at the Crystal Cabin Awards 2016. An interactive virtual tour of the new Business Class cabin, together with the refreshed Premium cabin, was also launched today on Google Street View.

tangerine Chief Creative Officer Matt Round said: “Great design creates outstanding customer experiences that transform business. This is what we have done for Virgin Australia and it’s shaking the market.”

Premium Economy

Virgin Australia also launched the new Premium Economy cabin, named ‘Premium’, on its Boeing 777-300ER aircraft. This exclusive 24 seat cabin features:

? More legroom than any other Australian airline with an increased seat pitch of 41 inches;

? A roomy 19.5 inch seat width with nine inches of recline;

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? Dedicated Business Class-trained crew;

? Plated meal services inspired by Business Class, served on Business class crockery and accompanied by a selection of wines from our Business Class cellar; and

? The introduction of Nespresso coffee and Madame Flavour Tea along with a Premium Pantry for exclusive use by our Premium guests during the flight.

Economy Space +

Virgin Australia has also introduced a new product, Economy Space +, which islocated in the first five rows and the exit rows of the Boeing 777 main cabin andfeatures extra legroom as well as a range of other features.

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