

Virgin Atlantic

Global Product Display Guidelines



Hello. Welkom. Bienvenue

We've designed these official display guidelines to help you, our valued partner, sell our products in the very best way possible. They'll allow you to present all the information your customers expect to see correctly, so they can make their selections easily and confidently when they're shopping for a flight.

Our goal is to provide the same level of transparency and choice to customers, regardless of where they shop. Once you've read them through, you'll be able to display our fares, product features and benefits accurately in any customer facing channel.

To make things easier, we've split it into two categories:



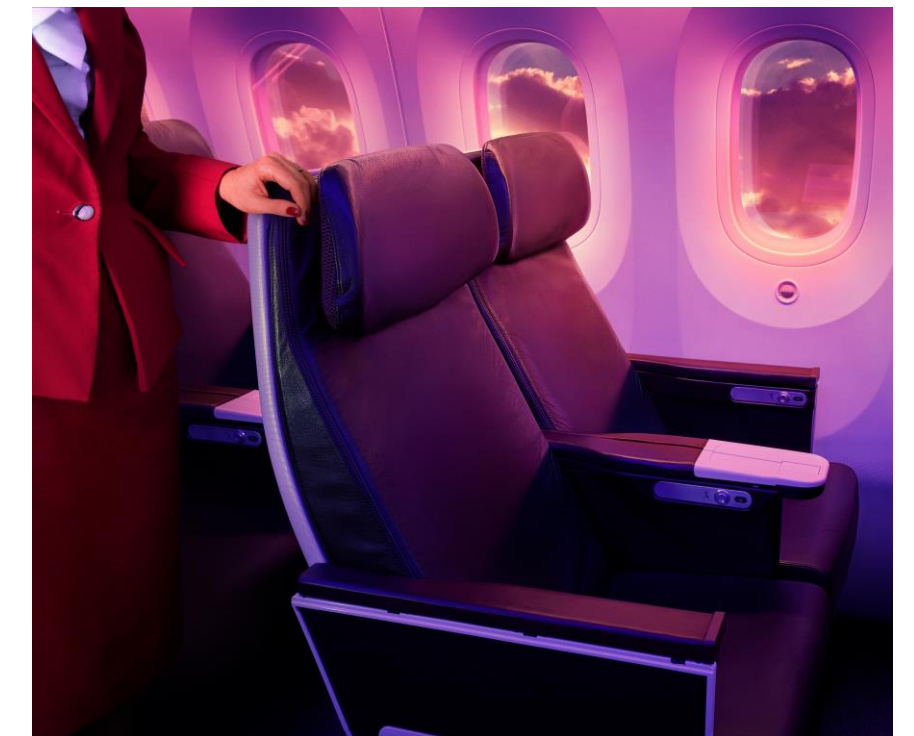
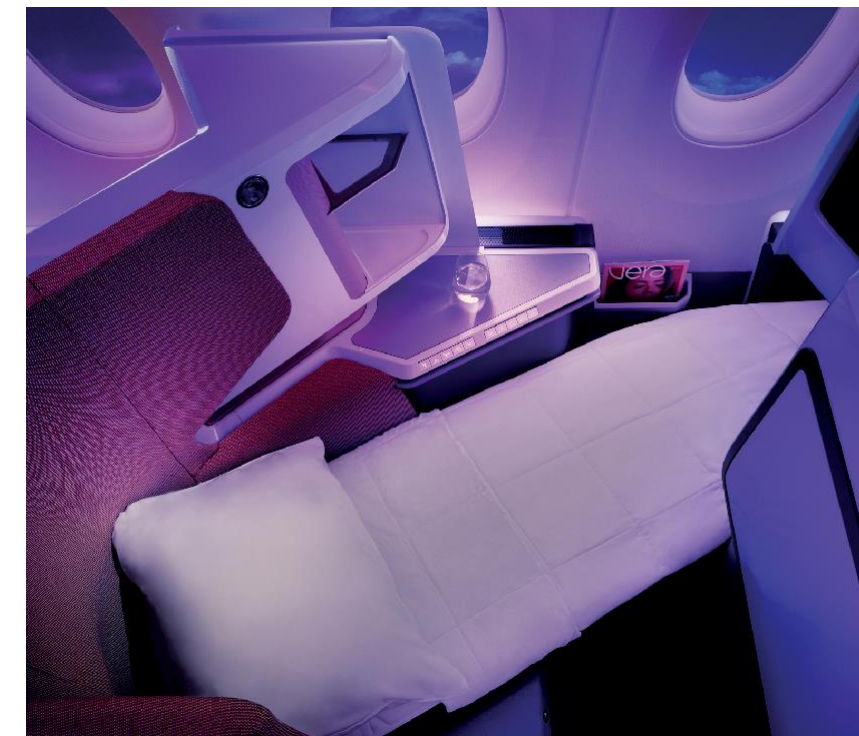
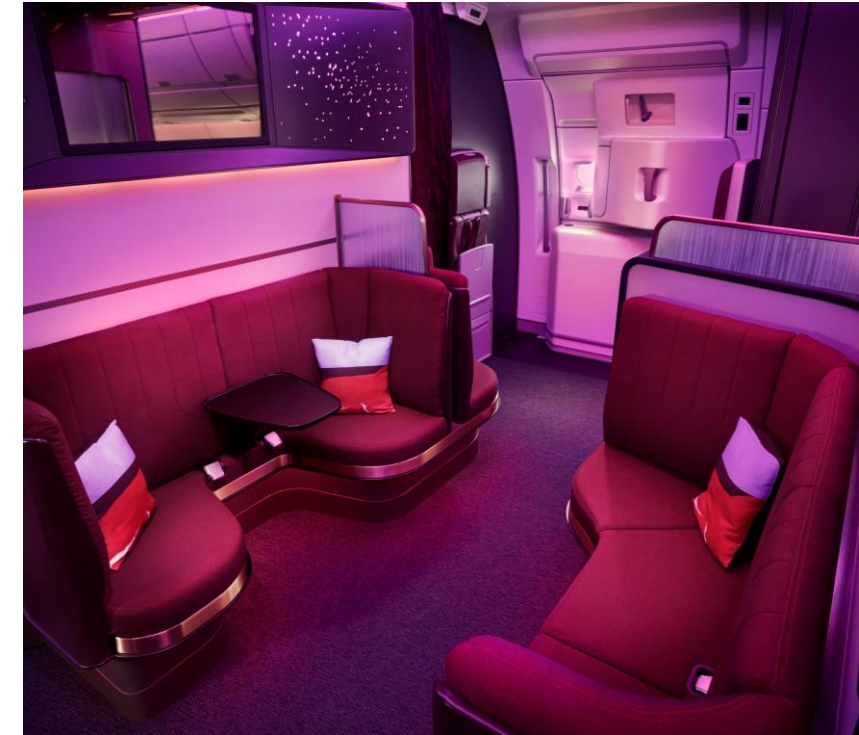
Product

You'll find clear definitions of product names, attributes and characteristics to enable customers to understand each of their unique value propositions



Presentation

We've included examples of how to display multiple airline products to enable customers to compare offers across flights and carriers clearly and easily



The Importance of Product & Presentation

How we do that

Customers know there are multiple products available on every flight and if they are unavailable in their channel of choice customers will look elsewhere. Therefore, it is imperative that customers be presented with all relevant products at flight selection, with the ability to easily understand how each of these offers compare to each other across single and multiple carriers.

1. Unbiased comparison (multiple shelves) of all products by carrier at flight selection. See page 11
2. The ability to show additional product offers (eg. drawers). See page 12
3. Additional capabilities to display more options (eg. seat maps). See page 19
4. Rich media to enhance the customer booking experience. See page 21

We understand that improving your shopping experience can take some investment. But when retailers help consumers to find the best airline products to match their needs, they will reward them for it.

By following these display guidelines, you'll demonstrate that as a trusted partner, you share our focus on meeting customers' expectations. And you'll also share the benefits. See page 22

		Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux	
10.20am CDG Paris ⌚ 8h 35m	Nonstop	12.50pm JFK New York ✈️ 📶	Light (V) Round Trip from \$362	Standard (V) Round Trip from \$501	Comfort Round Trip from \$527	Premium Economy Round Trip from \$730	Business Round Trip from \$1632	La Première Round Trip from \$3245
		Standard (V) Non refundable Changeable for a fee Free checked bag \$501USD Select	Standard Plus Preferred seat Non refundable Changeable for a fee Free checked bag \$527USD Select	Flex Refundable for a fee No change fee Free checked bag \$868USD Select				
10.25am CDG Paris ⌚ 8h 35m	Nonstop	1.00pm JFK New York ✈️ 📶	Basic Round Trip from \$381	Main Round Trip from \$511	Comfort+ Round Trip from \$577	Premium Select Round Trip from \$730	Delta One Round Trip from \$2632	
1.20pm CDG Paris ⌚ 11h 10m	1 Stop AMS Amsterdam	3.00pm JFK New York ✈️ 📶	Light Round Trip from \$356	Standard Round Trip from \$541	Comfort Round Trip from \$556		World Business Class Round Trip from \$2783	
virgin atlantic 06.50pm CDG Paris ⌚ 11h 30m	1 Stop LHR London	9.30pm JFK New York ✈️ 📶	Light (V) Round Trip from \$342	Classic Round Trip from \$546	Delight Round Trip from \$583	Premium Round Trip from \$760	Upper Class Round Trip from \$1547	

illustrative

Please refer to the slide dedicated to "Product Bundles" for more information. Dynamic bundles can have various names, depending on the context.

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3 Benefits to Retailers

Appendix

1.1 Product Names

Our branded products have been designed with their own distinct attributes and names.

Virgin Atlantic:

Economy Light, Economy Classic, Economy Delight, Premium, Upper Class

We use these product names throughout the customer journey, including in shopping channels, at the airport and onboard the aircraft.

💡 To keep customers informed and the experience consistent, all products must be displayed with the correct name. Please don't use generic names for branded products (eg. Business Class for Upper Class).

💡 The correct branded product names must be used throughout the shopping process, starting at flight selection.

One Way LHR → MIA £ GBP Points Sort & filter

Book with confidence
 Peace of mind with our flexible re-booking policies
 You're in safe hands with our new measures, including mandatory masks and recommended testing providers.
 Government travel regulations are in place for the UK and all our other destinations. Please carefully read the UK health advice before you travel.

Thu, Sep 9
 Prices include taxes, fees, charges and carrier imposed surcharges. 'Recommended' may list Virgin Atlantic operated flights first. [Extra bag charges](#)

	Economy Light Seat assigned at check in	Economy Classic	Economy Delight	Premium	Upper Class
Fastest					
Direct					
VS5 ¹					
12:00PM → 4:25PM					
LHR → Direct → MIA					
¹ VS 5 is operated by Virgin Atlantic.					
Details Seats					
	Economy Light (T)	Economy Classic (M)	Economy Delight (V)	Premium (K)	Upper Class (I)
	£591.27	£686.27	£781.27	£989.77	£5,710.27
	One way Total per adult	One way Total per adult	One way Total per adult	One way Total per adult	One way Total per adult

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1.2 Product Attributes and Restrictions

The characteristics of all branded products and bundles are easily identifiable through their unique brand features and corresponding product attributes, as well as colors and amenity icons.

Proper descriptions and any legal restrictions must be clearly shown.

Due to the unique nature of Economy Light, it's critical for customers to understand the restrictions before they make their first selection.

Other products, attributes and restrictions must be presented before the final purchase.

Examples of these product attributes and restrictions are: Advance seat selection, changes, carry-on baggage, checked baggage, priority boarding, extra legroom and refundability. As these attributes can differ over time and destination, it's even more important to clearly communicate them at the time of purchase.

Product attributes, amenity icons (eg. meals and drinks, Wi-Fi, power outlet) and restrictions should be visible and highlighted next to a product's name. This can be achieved with a mouse hover pop-up, a drop-down menu or after the initial product selection.

Economy Light

Standard seat without a hold bag or seat selection.

Seating pitch up to 31 inches

Seat assigned at check in, or add at anytime for a fee*

1 x 10kg hand luggage

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Economy Classic

Our standard seat which includes a hold bag.

Seating pitch up to 31 inches

Seat assigned at check in, or add at anytime for a fee*

1 x 10kg hand luggage

1 x 23kg checked baggage

Economy Delight

Extra legroom seat, hold bag, and priority boarding

Seating pitch up to 34 inches

Seat assigned at check in, or add at anytime for a fee*

1 x 10kg hand luggage

1 x 23kg checked baggage

Premium check in

1.3 Product Bundles

We offer static and dynamic bundles as a new type of branded product to introduce attributes and personalise the offer, such as paid seats, checked bags or lounge access. Dynamic bundle names can vary based on content and the shopping request.

- 💡 For transparency, these should be displayed at the flight selection stage. Please use the proper bundle names to avoid any confusion.
- 💡 By giving your customers the ability to enter their frequent flyer number, you can make sure that their preferences and benefits are taken into account (such as seat and bag discounts in bundles).

Flight details and fares



5 ways to fly



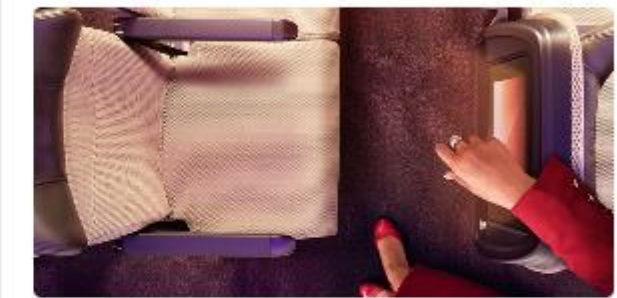
Economy Classic (O)

- 🛫 Standard seat (31" pitch)
- 🧳 2 x 23kg checked bags
- 🧳 1 x 10kg carry on bag
- ⌵ [View more](#)

£993^{.49}

Round trip price for 1 person

Select fare



Economy Delight (V)

- 🛫 Extra Leg Room Seat
- 🛫 Standard seat (31" pitch)
- 🧳 2 x 23kg checked bags
- ⌵ [View more](#)

£1,073^{.49}


Round trip price for 1 person

Select fare

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1.4 Ancillary Products

Our customers can also choose to personalise their flight by buying separate ancillary products, like paid seats and bags, instead of a product bundle.

 We highly recommend you make these options available in the booking flow.



1.5 Displaying the Operating Carrier

Together with our partners, we provide customers with expanded global access in a single transaction. This can mean one carrier selling a ticket on a partner carrier. It's very important that customers understand the unique brands and differences.

Using the correct branded product name of the operating carrier - not the marketing carrier - throughout the shopping process will ensure customer awareness.

			Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux
10.20am CDG <small>Paris</small> <small>8h 35m</small>	Nonstop	12.50pm JFK <small>New York</small>	Light (V) Round Trip from \$362	Standard (V) Round Trip from \$501	Comfort Round Trip from \$527	Premium Economy Round Trip from \$730	Business Round Trip from \$1632	La Première Round Trip from \$3245
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Operated by Virgin Atlantic virgin atlantic								
06.50pm CDG <small>Paris</small> <small>11h 30m</small>	1 Stop LHR <small>London</small>	9.30pm JFK <small>New York</small>	Light Round Trip from \$342	Classic Round Trip from \$546	Delight Round Trip from \$583	Premium Round Trip from \$760	Upper Class Round Trip from \$1547	

Illustrative

2.1 Comparison Display

Our customers expect transparency and choice when they shop for flights, and to do that, they must be able to view and compare all airline products clearly in a single shop.

You can use your discretion in determining shelf definitions, as long as they create unbiased and accurate product comparison across carriers.

💡 On the flight selection page, you should show multiple products which can be compared to similar product types across other carriers.

Additional products should be displayed at some point in the shopping flow.

💡 Use shelf display logic to show all available products at this stage.

See Appendix

	Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux
<div style="border: 1px solid #ccc; width: 100px; height: 15px; margin-bottom: 5px;"></div> 10.20am ————— Nonstop —————> 12.50pm CDG —————> JFK <small>Paris</small> —————> <small>New York</small> <small>🕒 8h 35m</small> <small>✈️ 📶</small>	Light (V) Round Trip from \$362 <small>✂️ 📶</small>	Standard (V) Round Trip from \$501	Comfort Round Trip from \$527	Premium Economy Round Trip from \$730	Business Round Trip from \$1632	La Première Round Trip from \$3245
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1.20pm ————— 1 Stop —————> 3.00pm CDG —————> JFK <small>Paris</small> —————> <small>AMS Amsterdam</small> —————> <small>New York</small> <small>🕒 11h 10m</small> <small>✈️ 📶</small>	Light Round Trip from \$356 <small>✂️ 📶</small>	Standard Round Trip from \$541	Comfort Round Trip from \$556		World Business Class Round Trip from \$2783	
06.50pm ————— 1 Stop —————> 9.30pm CDG —————> JFK <small>Paris</small> —————> <small>LHR London</small> —————> <small>New York</small> <small>🕒 11h 30m</small> <small>✈️ 📶</small>	Light Round Trip from \$342 <small>✂️ 📶</small>	Classic Round Trip from \$546	Delight Round Trip from \$583	Premium Round Trip from \$760	Upper Class Round Trip from \$1547	

Illustrative

2.2 Drawers

We offer different branded products and bundles (eg. products with additional attributes like preferred seats, checked bags, meals, Wi-Fi or lounge access) in each cabin.

These products should be displayed in shelves at flight selection, or in “drawers” that expand below the respective branded fare product. This allows the customer to see the maximum amount of available offers on the flight selection page, while maintaining cross-carrier comparability.

If that’s not possible, you can offer these products on the next page immediately after flight selection.

		Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux	
10.20am CDG Paris ⌚ 8h 35m	Nonstop	12.50pm JFK New York ✈️ 📶	Light (V) Round Trip from \$362	Standard (V) Round Trip from \$501	Comfort Round Trip from \$527	Premium Economy Round Trip from \$730	Business Round Trip from \$1632	La Première Round Trip from \$3245
		Standard (V) Non refundable Changeable for a fee Free checked bag \$501USD Select	Standard Plus Preferred seat Non refundable Changeable for a fee Free checked bag \$527USD Select	Flex Refundable for a fee No change fee Free checked bag \$868USD Select				
10.25am CDG Paris ⌚ 8h 35m	Nonstop	1.00pm JFK New York ✈️ 📶	Basic Round Trip from \$381	Main Round Trip from \$511	Comfort+ Round Trip from \$577	Premium Select Round Trip from \$730	Delta One Round Trip from \$2632	
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Illustrative

Please refer to the slide dedicated to “Product Bundles” for more information. Dynamic bundles can have various names, depending on the context.

2.3 Displaying Economy Light

Economy Light is for customers who are willing to choose a more restrictive product for a lower price.

💡 You must display and sell Economy Light at all times to remain competitive at entry-level price points. If you choose not to display Economy Light, this would need to apply to all airlines.

💡 One way to clearly indicate that these are more restricted fares is to add prominent badges (eg. No changes).

	Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux
<div style="border: 1px solid #ccc; width: 100px; height: 15px; margin-bottom: 5px;"></div> 10.20am Nonstop 12.50pm CDG JFK <small>Paris</small> <small>New York</small> <small>8h 35m</small> 	Light (V) Round Trip from \$362 	Standard (V) Round Trip from \$501	Comfort Round Trip from \$527	Premium Economy Round Trip from \$730	Business Round Trip from \$1632	La Première Round Trip from \$3245
10.25am Nonstop 1.00pm CDG JFK <small>Paris</small> <small>New York</small> <small>8h 35m</small> 	Basic Round Trip from \$381 	Main Round Trip from \$511	Comfort+ Round Trip from \$577	Premium Select Round Trip from \$730	Delta One Round Trip from \$2632	
1.20pm 1 Stop 3.00pm CDG JFK <small>Paris</small> <small>New York</small> <small>11h 10m</small> 	Light Round Trip from \$356 	Standard Round Trip from \$541	Comfort Round Trip from \$556		World Business Class Round Trip from \$2783	
06.50pm 1 Stop 9.30pm CDG JFK <small>Paris</small> <small>New York</small> <small>11h 30m</small> 	Light Round Trip from \$342 	Classic Round Trip from \$546	Delight Round Trip from \$583	Premium Round Trip from \$760	Upper Class Round Trip from \$1547	

Illustrative

2.4 Economy Light Reconfirmation

One of the most important features of the Economy Light product offering is the acknowledgement of restrictions.

Clearly explaining that these are more restrictive products, and providing one or more alternatives, is essential to ensuring customer awareness and purchase satisfaction.

💡 The restrictive features of Economy Light must be clearly communicated before initial product selection and prior to booking.

💡 An alternative product selection should also be offered in case the customer wishes to purchase a less restrictive product than Economy Light.

Review Your Choice ✕

<h4>Economy Light</h4> <ul style="list-style-type: none">Hand baggage includedSeat selection at check in <p>From £ 537.49</p>	<h4>Economy Classic</h4> <ul style="list-style-type: none">Hand baggage included1 x 23kg checked bagSeat selection at check in <p>From £ 617.49</p>
--	---

For £ 80 more, take a checked bag with Economy Classic

✓ Terms and Conditions

[Move to Economy Classic →](#)

Accept Restrictions | [Continue with Economy Light](#)

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2.5 Airline Names and Logos

For peace of mind and consistency, customers shopping for flights must see the correct logo and branding across all channels.

flywith.virginatlantic.com/gb/en/partner-hub.html

💡 It's critical that these identities are displayed clearly. If you need further guidance or access to logo files, visit our brand support page or contact your account manager.



2.6 Flight Identifiers

A customer's purchase decision may center around specific flight information details, so it's vital you display them correctly. Crucial flight information may include:

- Flight numbers
- Origin and destination airports
- Departure and arrival time
- Non-stop vs connecting itineraries
- Connection layover time
- Operating carrier and marketing carrier
- Government restrictions

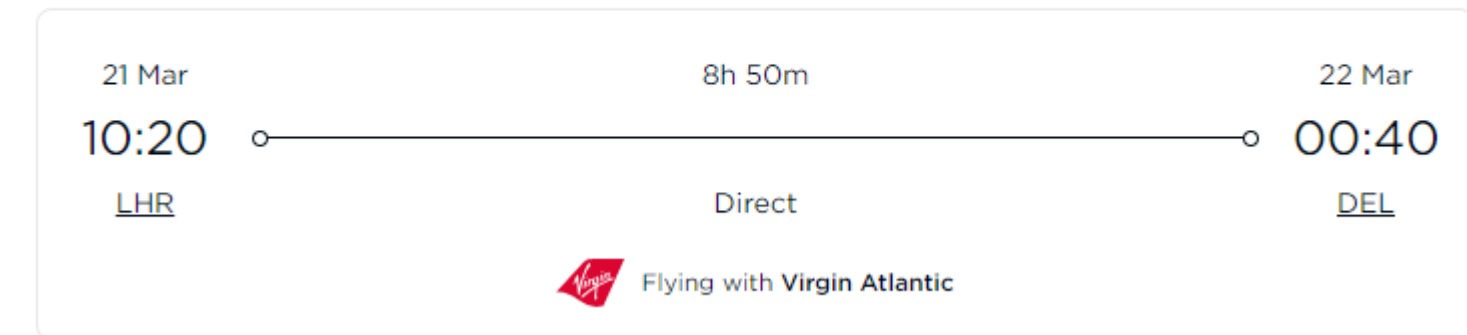


All flights must be displayed at flight selection with complete and correct flight information

Flight 1 of 1

VS302 - Boeing 787-9

Operated by Virgin Atlantic



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2.7 Price Information

The price displayed should be the total price for the product, with no hidden fees.



It should be clearly broken down and displayed to the customer which part of the total price is associated to the flight product, taxes and booking fees.

Price summary	
Traveler 1: Adult	\$662.40
Flight	\$291.00
Taxes and fees	\$371.40
Booking fee	\$2.91
<hr/>	
Trip total	\$665.31
<small>Rates are quoted in US dollars</small>	
Check out	

Illustrative

2.8 Sort and Filter Options

Your default sorting should be to the customer's advantage (for instance by travel duration) and airline neutral.

💡 Customers should be able to sort and filter for their own needs, for example:

- Travel duration
- Direct flights or number of stops
- Preferred airline(s) chosen by the customer
- Cabin

💡 Attribute based shopping allows customers to personalise their search and only see results that suit their specific needs, saving them time and giving them confidence in their selection.

Prices include taxes, fees, charges and carrier imposed surcharges. 'Recommended' may list Virgin Atlantic operated flights first, [Extra bag charges](#)

	Economy Light Seat assigned at check in	Economy Classic	Economy Delight	Premium	Upper Class
<p>Fastest Direct</p> <p>VS5¹ 9h 25m</p> <p>12:00PM → 4:25PM</p> <p>LHR — Direct — MIA</p> <p>¹ VS 5 is operated by Virgin Atlantic.</p> <p>Details Seats 🧳 🧳 🧳 🧳 🧳</p>	<p>Economy Light (T)</p> <p>£696.27</p> <p>One way Total per adult</p>	<p>Economy Classic (U)</p> <p>£791.27</p> <p>One way Total per adult</p>	<p>Economy Delight (V)</p> <p>£886.27</p> <p>One way Total per adult</p>	<p>Premium (W)</p> <p>£2,113.27</p> <p>One way Total per adult</p>	<p>Upper Class (I)</p> <p>£5,710.27</p> <p>One way Total per adult</p>
<p>VS3¹, VS4787² 13h 13m</p> <p>11:00AM → 7:13PM</p> <p>LHR — JFK 2h 20m — MIA</p> <p>¹ VS 3 is operated by Virgin Atlantic. ² VS 4787 is operated by Delta Air Lines.</p> <p>Details Seats 🧳 🧳 🧳 🧳 🧳</p>	<p>Economy Light Basic Economy</p> <p>£700.37</p> <p>One way Total per adult</p>	<p>Economy Classic Main Cabin</p> <p>£795.37</p> <p>One way Total per adult</p>	<p>Economy Delight Delta Comfort+</p> <p>£890.37</p> <p>One way Total per adult</p>	<p>Premium Delta Comfort+</p> <p>£2,117.37</p> <p>One way Total per adult</p>	<p>Upper Class First Class</p> <p>£5,714.37</p> <p>One way Total per adult</p>
<p>VS103¹, VS3065² 14h 28m</p> <p>2:55PM → 12:23AM FRI 10 SEP</p> <p>LHR — ATL 3h 31m — MIA</p> <p>¹ VS 103 is operated by Virgin Atlantic. ² VS 3065 is operated by Delta Air Lines.</p> <p>Details Seats 🧳 🧳 🧳 🧳 🧳</p>	<p>Economy Light Basic Economy</p> <p>£700.37</p> <p>One way Total per adult</p>	<p>Economy Classic Main Cabin</p> <p>£795.37</p> <p>One way Total per adult</p>	<p>Economy Delight Delta Comfort+</p> <p>£890.37</p> <p>One way Total per adult</p>	<p>Premium Delta Comfort+</p> <p>£2,117.37</p> <p>One way Total per adult</p>	<p>Upper Class First Class</p> <p>£5,714.37</p> <p>One way Total per adult</p>

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2.9 Seat Maps

Customers appreciate being able to view actual seat availability and select their seats early in the booking flow. A seat map also gives them the opportunity to validate their initial choice by displaying all branded products and associated amenities on their flight.

💡 A seat map feature should be made available to the customer in the shopping flow, displaying the available and unavailable seats of the chosen product.

💡 In addition to the above, the seat map should show all seats and products, and provide the customer the option to change the initial product selection. Furthermore, the seat map feature should display the amenities of the branded products.

The screenshot displays the Virgin Atlantic booking interface. On the left, there are upgrade options for Economy Delight (£164.73), Premium (£780.73), and Upper Class (£2171.73) for the LHR to SFO route. The main area shows a seat map for a Boeing 787-9 in Economy class. A pop-up window for an Economy seat lists amenities: Food and drinks included, Inflight entertainment included, and WiFi available to purchase, with a price of £30.00 GBP per passenger. Below the seat map, there is a section for 'Onboard amenities' with icons for each class: Upper Class, Premium, Economy Delight, and Economy Classic. At the bottom, there are links for 'About seat selection' and 'Infant and child seating'.

2.10 Product Confirmation

When shopping for flights, customers need to be able to find the experiences that best fit their needs. To do that, you must not only provide them with a full range of products at the initial flight selection, but also show at least one additional branded product further along the flow. This gives them the opportunity to confirm their original selection or modify their choice.


💡 An additional branded product must be displayed at least once during shopping, giving customers an opportunity to view more than one product and confirm their choice.

💡 All branded products should be displayed at flight selection so customers are able to view the full suite of available products. Additional options should be presented to customers after flight selection to confirm their choice.

Departing VS197¹ Direct, 9h 0m
[Change flight](#) LHR - BGI Wed, Jun 5 11:15am → 3:15pm Economy Classic

Returning VS198¹ THU, JUN 13 Direct, 8h 35m
[Change flight](#) BGI - LHR Wed, Jun 12 10:30pm → 12:05pm Economy Classic

Changes allowed (Fees may apply - see T&Cs)



Economy Classic Flex


All the benefits of Economy Classic, plus:

- Fully refundable
- Unlimited changes (fare difference may apply)

£120^{.00}

Total for all passengers

Upgrade



Economy Delight

- Extra legroom seat
- 1 x 23kg checked bag
- 150% points + 50 Tier Points

£140^{.00}

Total for all passengers

Upgrade

Your basket

1 Adult

Flights £443.00

Taxes, fees and charges £217.49

Total £660^{.49}

Total is for all passengers and includes taxes, fees, charges and carrier imposed surcharges.

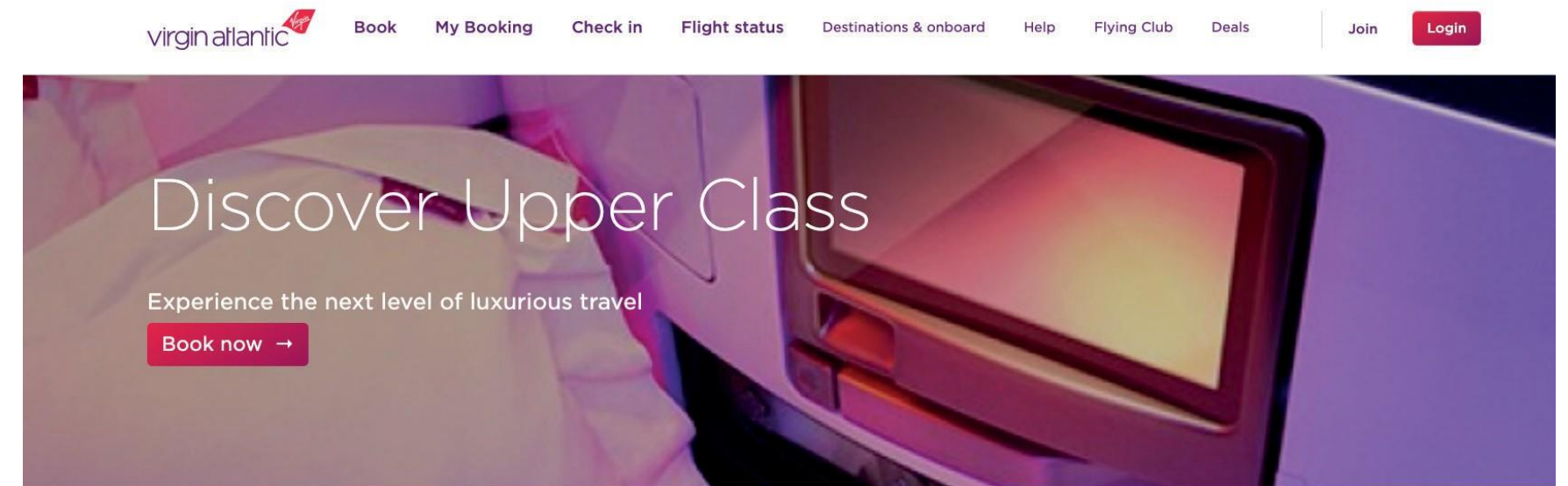
[Fare conditions](#) [Key booking terms](#)

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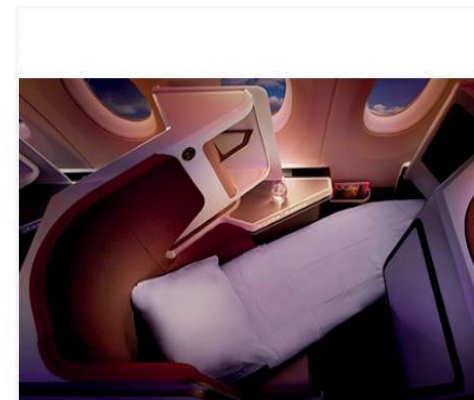
2.11 Rich Media

We're visual beings, and customers are increasingly reliant on imagery and video to help facilitate their buying decisions. We've created dedicated rich media content for branded products, ancillary products, airport dedicated services, and more to help your customers better understand the options on offer. These include photography, animation, movies, and infographics, and provide additional information to customers on our cabins, product attributes, and inflight amenities.

💡 By visually enhancing your shopping process you can remind customers of the benefits associated with the products available and increase their engagement.



Whether you're with us for business or pleasure, travelling in Virgin Atlantic Upper Class makes your journey something to look forward to.



Upper Class

Seating

A place to call your own

Enjoy creature comforts in your own personal space, with loads of leg room, oodles of entertainment and drinks delivered on demand. And when it's time to hit the sack, your seat transforms into a fully flat bed, designed to give to you a fresh start in the morning.



2.12 Corporate Experience

Corporate travellers often have different needs and requirements when it comes to choosing and purchasing flights. If that's your core market, you'll need to adapt your shopping experience accordingly.

Corporate policy








When thinking about which products to display, it's important to respect corporate travel programs with clear labelling of which products are 'in' and 'out' of policy. For example, many businesses don't allow travellers to book Economy Light.

Corporate benefits

Corporate benefits programs include many unique offers, which are available to all customers with a valid Corporate ID.

Three important benefits to highlight are:

- Priority boarding
- Preferred seating / free seat selection
- Priority service recovery (corporate rebooking)

	Economy Restricted	Economy Traditional	Economy Extra legroom	Premium	Lie Flat	Ultra Lux	
							
10.20am CDG <small>Paris</small> <small>8h 35m</small>	Nonstop 12.50pm JFK <small>New York</small>	Light (V) Not Permitted Round Trip from \$362	Standard (V) ✓ In Policy Round Trip from \$501	Comfort ✓ In Policy Round Trip from \$527	Premium Economy ✗ Not In Policy Round Trip from \$730	Business ✗ Not In Policy Round Trip from \$1632	La Première ✗ Not In Policy Round Trip from \$3245
10.25am CDG <small>Paris</small> <small>8h 35m</small>	Nonstop 1.00pm JFK <small>New York</small>	Basic Not Permitted Round Trip from \$381	✓ Priority Boarding ✓ Preferred Seating ✓ Priority Service Recovery			Delta One ✗ Not In Policy Round Trip from \$2632	
1.20pm CDG <small>Paris</small> <small>11h 10m</small>	1 Stop AMS <small>Amsterdam</small> 3.00pm JFK <small>New York</small>	Light Not Permitted Round Trip from \$356	Standard ✓ In Policy Round Trip from \$541	Comfort ✓ In Policy Round Trip from \$556	World Business Class ✗ Not In Policy Round Trip from \$2783		
 06.50pm CDG <small>Paris</small> <small>11h 30m</small>	1 Stop LHR <small>London</small> 9.30pm JFK <small>New York</small>	Light Not Permitted Round Trip from \$342	Classic ✓ In Policy Round Trip from \$546	Delight ✓ In Policy Round Trip from \$583	Premium ✗ Not In Policy Round Trip from \$760	Upper Class ✗ Not In Policy Round Trip from \$1547	

Illustrative

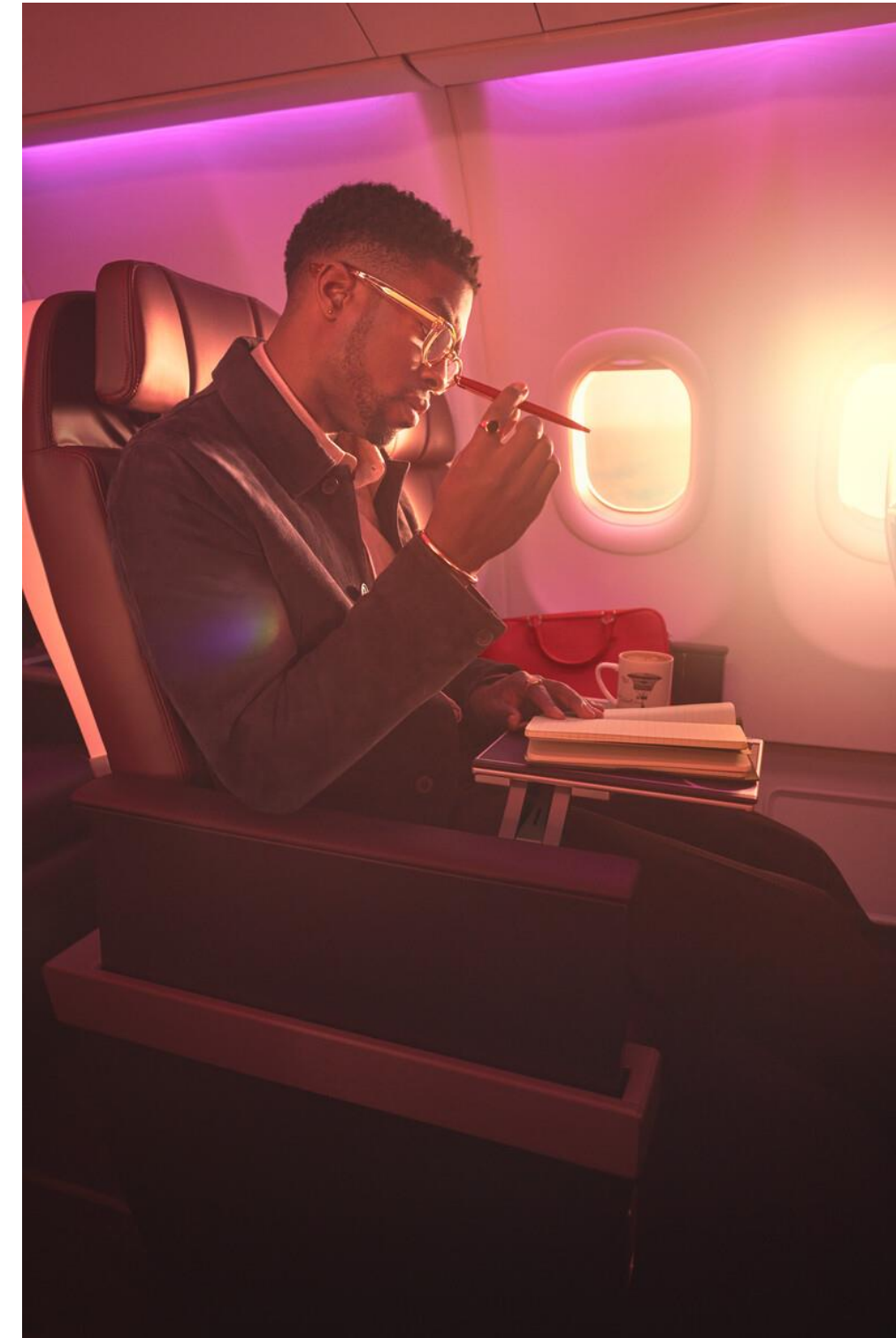
3.0 Benefits to Retailers

Thank you for taking the time to read our display guidelines. By following them closely, you'll achieve a 'best in class' shopping experience that customers enjoy - and will return to again and again.

Transparency: Customers will see clear and consistent offers and related information across all channels, increasing customer trust and reducing confusion and purchase dissatisfaction.

Best-In-Class Experience: Enhanced shopping displays enable industry leading retailing, selling products and services that fully meet customers' varying needs.

Relevance: Offering the full suite of products and ancillaries throughout the shopping experience will ensure you remain a viable and relevant retailer for your customers.



Appendix

Branded Products

Virgin Atlantic

Economy Light

Economy Classic

Economy Delight

Premium

Upper Class

Shelf Display Definition Example

	Shelf 1	Shelf 2	Shelf 3	Shelf 4	Shelf 5	Shelf 6
Description	Economy Restricted	Economy Traditional	Economy Extra Legroom	Premium	Lie-Flat	Ultra Lux
Definition	Seat Pitch < 34 with Restrictions Examples: no seat assignment, no changes, no carry- on bag or other restrictions as compared to Economy Traditional	Seat Pitch < 34	Seat Pitch > 34	Dedicated Cabin, Recliner Seat	Dedicated Cabin, Lie-Flat Seat	Second Dedicated Cabin with Lie-Flat Seat

Airline Names and Logos



Thank you!

