



australia

Fare changes at Virgin Australia



Virgin Australia Trade Release

What are the changes?

From today, we are increasing the availability of Fare Brands for customers when they book with Virgin Australia.

These changes enable all customers to access a **greater range of fares, regardless of when they book with us** on Virgin Australia operated domestic and International short-haul routes – offering more flexibility, choice and value when booking and flying with us. That means, if there are seats available in Economy class, we will offer travellers more options in the type of fare that they can choose, as more Fare Brands are available up until the day of travel.

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 Types please visit the [Fare Types page](#) of the Virgin Australia website in the Travel Information section.

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

Why is Virgin Australia creating more availability within their Economy Fare Brands?

We know our customers value choice around how they plan, book and manage their travel.

Previously, a traveller booking Economy class close to their travel date may have been limited in the selection of fares available to them, with our Flex fares typically remaining as the last available option.

From today, if there are seats available in Economy, we will offer travellers more options in the fare that they choose, as more Fare Brands are available up until the day of travel.

This enhancement empowers customers to travel on the fare that suits their needs.

Explaining Matrix Pricing

Matrix pricing enabling Virgin Australia to deploy two expanded Fare Brands off one RBD using Branded fares, providing our agency partners with greater access to fares and pricing options. Key changes to note are:

- M Class will continue to be used as the booking RBD for Economy Lite
- 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

Where can I find more information?

- For further FAQs regarding these changes, please see: [Virgin Australia Fare Brand FAQs](#)
- To learn about our Fare inclusions, please see: [Virgin Australia Fare Inclusion Flyer](#)
- For support on how to price the right fare to meet your customers' needs, please see: [Virgin Australia GDS Pricing with Brand Fares Clue Card](#)

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

Watch to learn about our Fare Brands

Introducing fare types at Virgin Australia



[Watch now](#)

[Agency Hub](#) | [Contact Us](#) | [Privacy](#)

Please add trade.release@e.virginaustralia.com to your address book.

You are receiving this message because you are a travel industry partner registered with Virgin Australia and you have agreed to receive trade releases or have otherwise told us you would like to receive trade releases. If you no longer wish to receive these messages from Virgin Australia, please [click here to unsubscribe](#). Please do not reply to this message.

This message is being sent to you by Virgin Australia Airlines Pty Ltd (ABN 36 090 670 965) of 275 Grey Street, South Brisbane, Queensland 4101 Australia.