



australia

Introducing Matrix Pricing for Lite Fares

Virgin Australia Trade Release

We're pleased to share an important update that will align the way you book and sell Virgin Australia Economy fares. From 23 April 2025, Lite will align alongside Choice and Flex into the Matrix pricing model, offering all three Economy fare brands across the economy RBD ladder for a more streamlined booking experience.

What This Means for You:

- All Economy fares are now defined by Brand Code.
- 'M' class will no longer be used for Lite fares.
- No changes to Business Class.

The enhancement strengthens Virgin Australia's recent expansion of fare options across all domestic and international short haul routes, providing customers with greater choice in fares, at a competitive price point.

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

Base Commission structure for Point of Sale Australia

To align with this change, our [Base Commission structure for Point of Sale Australia](#) is now based on Fare Brands rather than booking classes. Please refer to the Agency Hub for the updated policy.

Need support?

For more information on the change, please refer to the [Virgin Australia Matrix Pricing FAQs](#), or visit the [Virgin Australia Agency Hub](#).

You can also drop into our **Masterclass Q&A sessions today**. These are highly interactive sessions designed as an opportunity for you to ask questions directly from our experts. These sessions will not be recorded.

Masterclass session details:

Date	Masterclass session	Registration link
Wednesday 23 April 2025 9:00am-9.30am AEST	Virgin Australia Fare Brands drop-in Q&A	Register now
Wednesday 23 April 2025 2:00pm-2.30pm AEST Western Australia: 12:00pm-12:30pm AWST	Virgin Australia Fare Brands drop-in Q&A	Register now