

## **VIRGIN ATLANTIC ANNOUNCES NEW PARTNERSHIP AGREEMENT TO PROVIDE UK SALES PRESENCE FOR VIRGIN HOTELS**

**14th July 2022:** Virgin Atlantic and Virgin Hotels have launched a first of its kind partnership whereby Virgin Hotels commercial sales effort in the UK will be powered by Virgin Atlantic.

The new agreement will give Virgin Hotels access to a dedicated sales team led by Virgin Atlantic's VP, Global Sales, Lee Haslett with the aim of growing the Virgin Hotels presence in the UK and in key markets across the world such as the Middle East, Africa, and the Asia Pacific region. A dedicated Virgin Hotels Director of Sales will also be recruited to lead the trade sales reporting into Lee. The partnership will provide agents with easy to access content on Virgin Hotels and will improve the booking process ensuring agents can sell confidently in the market.

The partnership will provide significant benefits for agents and customers, offering travel agents the option to package flights and hotels together with the Virgin brand they know and love. A trade incentive scheme will also be introduced aligned to the Virgin Atlantic programme rewarding agents for hotels bookings.

**Lee Haslett at Virgin Atlantic, commented;** "We are pleased to announce this new partnership with Virgin Hotels, leveraging the power of our brand and offering unique benefits to our trade partners and our mutual customers.

"Virgin Hotels is creating excitement in the UK market, and by having the expertise of a dedicated Virgin Hotels team, combined with the established trade reach of Virgin Atlantic will mean we are able to maximise our trade and customer opportunities.

"We look forward to working with Virgin Hotels on this venture."

**Maya Latinovic, Vice President of Global Sales, Virgin Hotels, commented;** "Our trade partners and consumers at the heart of this partnership already view the Virgin Atlantic and the Virgin Hotels brand as one. Offering a one-stop experience in the UK is essential to the growth of Virgin Hotels and Virgin Atlantic abroad and will provide tremendous benefits."

"Virgin Atlantic has cemented an exceptional reputation with trade in the UK and will further elevate Virgin Hotels efforts while increasing awareness on our collection of luxury lifestyle hotels."

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**Background**

**About Virgin Atlantic**



Virgin Atlantic was founded by entrepreneur Sir Richard Branson in 1984, with innovation and amazing customer service at its core. In 2021, Virgin Atlantic was voted Britain's only Global Five Star Airline by APEX for the fifth year running in the Official Airline Ratings. Headquartered in London, it employs 6,500 people worldwide, flying customers to 27 destinations across four continents. Alongside shareholder and Joint Venture partner Delta Air Lines, Virgin Atlantic operates a leading transatlantic network, with onward connections to over 200 cities around the world. On 3 February 2020, Air France-KLM, Delta Air Lines and Virgin Atlantic launched an expanded Joint Venture, offering a comprehensive route network, convenient flight schedules, competitive fares and reciprocal frequent flyer benefits, including the ability to earn and redeem miles across all carriers.

Sustainability remains central to the airline and since September 2019, Virgin Atlantic has welcomed seven brand new Airbus A350-1000 aircraft, helping to transform the fleet into one of the youngest, quietest and most fuel efficient in the sky. By 2022, the airline will operate a streamlined fleet of 38 twin engine aircraft following the retirement of its B747-400s and A340-600s, making its simplified fleet 10% more efficient than before the Covid-19 crisis impacted. For more information visit [www.virginatlantic.com](http://www.virginatlantic.com) or via Facebook, Twitter and Instagram @virginatlantic.

For the latest information on the measures we are taking to ensure our customers fly safe and well with Virgin Atlantic, please visit <https://flywith.virginatlantic.com/gb/en/youre-in-safe-hands.html>

### **About Virgin Hotels**

Virgin Hotels is a luxury lifestyle hospitality brand that combines heartfelt service and a personalized hotel experience inspired by the innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 50 years. Each property intermixes a passion for food and beverage with music, design, and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. The current portfolio includes six hotels—Virgin Hotels Chicago, Virgin Hotels Dallas, and Virgin Hotels Nashville, all voted in the top ten Condé Nast Traveler's Readers' Choice Awards in 2021, and newly opened Virgin Hotels New Orleans, Virgin Hotels Las Vegas and Virgin Hotels Edinburgh. Locations in Glasgow and New York City are scheduled to debut in 2022, followed by Miami in 2025. In addition, Virgin Hotels continues to explore hotel, conversions, and ground-up development in Boston, Los Angeles, Austin, Philadelphia, Seattle, London, and more.