

Working together to provide a unique experience



We have a simple goal – by being uniquely Virgin Atlantic, we want to be the airline most loved by our customers.

We are achieving this through realising the full potential of our transatlantic

Joint Venture with Delta Air Lines, Inc (Delta), maximising opportunities with Virgin Holidays, as well as empowering our people with the right skills and tools to deliver that unique Virgin Atlantic experience.

Highlights

 **5.3m** passengers flown this year, down 0.1m year on year

 **£2.7bn** total revenue, 1% down year on year

 **NPS** net promoter score improved by 5pts year on year

 **Joint Venture** offers over **200** destinations between the UK and the US, providing 35% share of total UK-US capacity

We announced our intention to launch an expanded transatlantic Joint Venture with Air France-KLM and Delta Air Lines

 **Employees** **9,823** people across the Group¹

 **OTP** We achieved our on-time performance (OTP) metrics, including **79%** of flights arriving within 15 minutes of schedule, 2.3% down compared to prior year

 **Fleet** We became the first carrier in Europe to offer **Wi-Fi** across our entire fleet

We are the **first** airline to offer an accessible inflight entertainment system for customers with sight loss
10 A330 Upper Class cabins refreshed

 **Network** Added **new routes** from Manchester
Launched new daily service to Seattle

Extended Flybe codeshare to Heathrow, and Jet Airways codeshare to our transatlantic flights



Virgin Atlantic's international cargo operations is focused on delivering consistency and reliability for its customers across the globe. The offering spans general freight, express courier, automotive, pets, perishables and pharmaceuticals over 500 destinations.

Highlights

 **230.5m** kilograms of cargo transported

 **Launched** new **Pharma Zone** at Heathrow to serve pharmaceuticals market

1. As at 31 December 2017.



Built on a belief that 'everyone can take on the world', Virgin Holidays gives aspiring adventurers the confidence to make their holiday dreams real.

Offering a differentiated experience and a brand that's known and trusted as the consumer champion, Virgin Holidays is a leading tour operator to the US and Caribbean, as well as offering holidays to other popular long haul destinations.

Highlights



Winner

of **three** British Travel Awards and **two** Silver Awards, voted by UK consumers



Customers

397,000 in 2017, 1.5% growth year on year



Online

4% growth year on year in online distribution mix



Retail

Opened a further v-room retail store in Cardiff and our new concept store in Stevenage



NPS

score increased by **3pts** year on year reflecting higher customer satisfaction



Departure Beach

Launch of the world's first Departure Beach, due to open May 2018



Experiences

supported by the HoliDOs campaign – 'it's not where you go, it's what you do' – the largest new product launch in our history



Inclusivity

Launched single parent holidays and introduced a new policy to address captive dolphins and whales. Supported the Caribbean with the recovery effort and helped to reignite tourism following Hurricane Irma