

## Virgin Australia to launch new elite VIP tier.



Virgin Australia will reveal the new shape of its rebooted The Club VIP program on 20 April 2022, transforming the exclusive invitation-only scheme into a drawcard for companies with a high travel spend.

The move will shift The Club, created by former Virgin Australia CEO John Borghetti as a foil to the Qantas Chairman's Lounge, onto a more commercial footing which is both a better fit with Virgin's place in the market and will help it compete against Qantas for the business and corporate market.

### **New benefits for the new Club**

Virgin has previously surveyed many Club members to determine what they wanted from the airline's most elite tier, and Hrdlicka says there were four clear call-outs from the feedback, with members placing highest value on

- a private space to work or meet with colleagues
- dedicated phone concierge service
- convenience and privacy moving through airports, and
- complimentary upgrades

## The new Club as a Velocity VIP 'Super Platinum' Tier?

The combination of "more transparent eligibility criteria" and taking this new tier into the public realm has sparked speculation it could move beyond invitation-only status to become an attainable tier for Virgin's super-frequent flyers who spend more time in airport lounges than their own lounge rooms.

With access to Virgin's premium lounges and other practical perks, this new VIP tier would help level the field against Qantas' Platinum One for those Velocity frequent flyers who regularly earn the equivalent of Platinum status many times over.

Source: [Executive Traveller](#).

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