

# Thoughtful flying with Virgin Atlantic

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Paul Mills, Head of Inflight Services at Virgin Atlantic

[Virgin Atlantic](#) has always been a trendsetter in the airline industry, blending innovation with a unique passenger experience.

"We have a unified vision across the cabins which supports our brand purpose for 'thoughtful

experiences that feel brilliantly different,” says Paul Mills, Head of Inflight Services at Virgin Atlantic. It is that thoughtfulness that draws passengers to indulge in experiences that feel uniquely Virgin, he explains.

But as the airline looks forward to 2025, it is set to introduce initiatives that bolster its commitment to thoughtful travel, sustainability and premium service.

### **Expansion on the horizon**

In the coming year, travellers can look forward to Virgin’s expansion with new routes to Toronto, Riyadh and Accra. The move broadens Virgin’s global footprint while solidifying a keen understanding of where demand is growing. Alongside this network expansion, the airline will open a new clubhouse at Los Angeles International Airport in early 2025. Designed to be an enticing pre-flight haven, Virgin’s clubhouse will feature exclusive areas to relax, as well as a cocktail bar with signature drinks, encouraging travellers to unwind in style.



Virgin’s autumn/winter menu celebrates modern British cuisine

### **Indulgence meets wellness**

Newly launched as of fall 2024, Virgin introduced its autumn/winter menu that celebrates modern British cuisine. With a strong emphasis on seasonality and comfort, the menu caters to a variety of tastes, from indulgent dishes such as truffle-infused chicken pie in Upper Class to lighter, wellness-focused options throughout all cabins.

And the airline has added a new kids meal offering to its menu.

“We’ve been evolving inflight catering services to better align with modern dietary trends and customer preferences, focusing on health-conscious, sustainable and inclusive meal options,” says Mills.

Passengers can also enjoy feel-good beverages designed to promote relaxation, such as its soothing Three Spirit Nightcap and refreshing kombucha.

### **Updating the travel experience**

Virgin has introduced the A330neo to its fleet, which features fuel-efficient engines, advanced aerodynamics and an updated cabin design. The aircraft provides a more comfortable passenger experience, including quieter cabins and enhanced performance for operational efficiency. Virgin improves the customer journey from start to finish, offering enhanced digital services such as an upgraded mobile app and streamlined check-in processes. For Flying Club members, new features allow passengers to use Virgin Points flexibly, including redeeming points for any seat on board, making travel more accessible than ever.



Virgin's recently introduced the A330 to its fleet, offering a more comfortable passenger experience

### **A sustainable future**

Sustainability remains at the heart of Virgin's operations. The airline has made strides in reducing the environmental footprint of its onboard offering.

"Virgin follows responsible sourcing through our Thoughtful Food Program, local sourcing and removing more than 90 percent of single-use plastics from onboard service items," says Mills. By expanding its pre-order program and reducing over-catering, Virgin minimizes food waste, ensuring that sustainability goes hand in hand with the high-quality standards that its passengers have come to expect.

### **Eyes on the skies**

Virgin offers a warm and thoughtful experience across all its cabins. Whether its passengers are flying Economy or Upper Class, they'll experience that Virgin feeling, Mills says. This commitment to customer care, combined with a focus on personalized and sustainable travel, is what makes the brand feel uniquely Virgin.

As it looks to the future, Mills says Virgin is dedicated to innovation, expanding its network, and

promoting wellness and sustainability. By staying in tune with what travelers want, the airline continues to set the bar high for what it means to travel in style and comfort.