

Virgin Australia launches Toy Tickets for young travelers



Virgin Australia passenger shows a Toy Ticket for his travel companion as part of the airline's new family travel experience

[Virgin Australia](#) has launched Toy Tickets, giving teddy bears, cuddly toys and other treasured travel companions their own boarding passes.

The Australian airline first was inspired by the viral reunion of a young Virgin Australia passenger and his teddy bear after it was left behind on a flight to Perth. The story drew attention across Australia and internationally, highlighting the role favourite toys can play in a child's travel experience.

With more than 1.2 million children flying with Virgin Australia in 2025, the airline said it understands that a favourite teddy or toy can be an essential part of the journey.

From June 24, children can request a personalized boarding pass for their favourite teddy bear or cuddly travel companion at Virgin Australia check-in counters and Lounges nationwide.

The launch is part of Virgin Australia's collaboration with Disney and Pixar's *Toy Story 5*. The partnership includes a *Toy Story 5*-themed aircraft featuring Woody, Jessie and Buzz Lightyear, along with a range of onboard and airport experiences.

Libby Minogue, Chief Marketing and Customer Operations Officer at Virgin Australia, said the response to the lost teddy story inspired the airline to create something special for its youngest passengers.

“The global response to reuniting a young boy with his lost teddy was extraordinary, with messages pouring in from all corners of the world,” said Minogue.

“It reminded us just how important these treasured companions are to children. With more than 1.2 million children flying with us every year, we know many young travellers bring a favourite toy along for the journey and how much it means when those special items make it safely home,” she said.

Minogue said Toy Tickets offer a distinctly Virgin Australia way to celebrate children’s travel companions and make family holidays more memorable from the moment passengers arrive at the airport.