



## ISSUE 16

# SIA AND VIRGIN AUSTRALIA ALLIANCE OPENS NEW OPPORTUNITIES

On 1 December, Singapore Airlines (SIA) and Virgin Australia crossed the final hurdle for their new network alliance when the Australian Competition and Consumer Commission gave its official stamp of approval for the partnership, following an earlier approval by the Competition Commission of Singapore.

The landmark alliance will link SIA's global network to Virgin Australia's well-established routes in Australia and the Pacific. The two carriers will offer codeshare flights, opening up 30 more destinations for SIA customers and 70 more for Virgin Australia. They will also coordinate their flight schedules so passengers can enjoy more seamless connections, in addition to access to more airport lounges and greater opportunities to earn and redeem frequent flyer miles. Welcoming the integrated alliance, SubhasMenon, Regional Vice-President South West Pacific, Singapore Airlines, said, "Our partnership with Virgin Australia will enable us to deliver a best-in-class travel experience across Australia."