

## Press Release

18 January 2019

### Virgin Atlantic appoints Estelle Randle as Head of Asia Pacific

Virgin Atlantic is delighted to announce the appointment of Estelle Randle as Head of Asia Pacific.

Estelle took up her new position on 1<sup>st</sup> January with responsibility for Virgin Atlantic operations across Hong Kong and mainland China.

Based in Hong Kong, Estelle will lead the strong team across Asia Pacific, as well as overseeing offline markets in Asia, Australia and New Zealand.

Virgin Atlantic operates daily flights between Hong Kong and Shanghai to London Heathrow, as well as successful codeshare agreements with airlines including Virgin Australia, Air New Zealand and Air China. Virgin Atlantic recently introduced three new ways to fly in Economy – Economy Delight, Economy Classic and Economy Light on all flights from Asia Pacific to further improve the customer experience.

Commenting on her new position Estelle said “I’m delighted to be taking up the role of Head of Asia Pacific for Virgin Atlantic and I’m looking forward to moving to Hong Kong and expanding my understanding and knowledge of the region. Asia Pacific is a strategically important region for us and the travel industry continues to show fantastic growth. I am really looking forward to taking up this new challenge.”

“2019 will be an exciting year for us. It’s not only the 25<sup>th</sup> anniversary of Hong Kong route, the 20<sup>th</sup> anniversary of Shanghai route, but also the 35<sup>th</sup> birthday of Virgin Atlantic. I am so thrilled to be here celebrating with our customers and business partners during these important occasions.”

“We always put our customers at the heart of everything we do. In 2018, we introduced three new ways to fly in Economy to our APAC customers as part of a multi-million pound investment. We know that one size doesn’t fit all and our new economy offering will allow customers to choose the seat that suits their budget and travel style. I can’t wait to see what innovations 2019 brings.”

Estelle has worked for Virgin Atlantic for 19 years in different areas around the business, most recently as Commercial Manager based in Dubai.

## ENDS

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### About Virgin Atlantic:

Virgin Atlantic was founded by entrepreneur Sir Richard Branson 34 years ago with innovation and customer service at its core. Today Virgin Atlantic carries 5.5 million customers annually, and was recently named the UK’s favourite long haul carrier by Skytrax, Best Business Class Airline at the British Travel Awards 2018 and one of the Top 5 Airlines in the World by Airline Ratings. Headquartered in London, Virgin Atlantic employs over 10,000 people worldwide and operates a fleet of 46 aircraft serving 23 destinations across four continents. Alongside joint venture partner Delta Air Lines they operate a leading transatlantic network - offering up to 38 flights per day between the UK and US with onward connections to over 200 US and international cities. In 2019 Virgin Atlantic will take delivery of their first Airbus A350-1000 aircraft - helping to transform the fleet into one of the quietest and most fuel efficient in the sky.

For more information visit: [www.virginatlantic.com](http://www.virginatlantic.com) or via twitter @virginatlantic