

### **A brief history of Virgin Atlantic**

<b>Year</b>	<b>Month</b>	<b>Details</b>
<b>1984</b>	<b>February</b>	Concept of a high quality, value for money airline is first developed.
	<b>March</b>	Licence granted for London (Gatwick) to New York (Newark).
	<b>May</b>	Lease purchase for the first aircraft, a Boeing 747, successfully negotiated.
	<b>June</b>	Virgin takes off from Gatwick starting a regular connection to New York (Newark).
<b>1985</b>	<b>October</b>	Virgin Cargo and Virgin Holidays are established.
	<b>November</b>	Licence granted for London (Gatwick) to Miami.
<b>1986</b>	<b>January</b>	First class sleeper seats installed in Upper Class.
	<b>April</b>	The Miami service from Gatwick takes off.
	<b>June</b>	Virgin takes delivery of a second B747 and the Miami flights are increased to four a week.
<b>1987</b>	<b>July</b>	UK licence granted for the Boston route.
	<b>September</b>	Virgin's one-millionth transatlantic passenger takes to the air.
<b>1988</b>	<b>March</b>	Licence granted for the Los Angeles and New York (JFK) routes.
	<b>May</b>	Virgin commences charter services to Orlando, Florida.
	<b>September</b>	Lease agreements entered into for the third and fourth 747.
<b>1989</b>	<b>May</b>	Virgin commences its three flights a week service to Tokyo. Introduction of video walkmans makes Virgin first airline to offer individual TVs to business class passengers.
	<b>August</b>	Virgin establishes aircraft maintenance facilities for its own aircraft and to provide a service to other airlines.
	<b>September</b>	Virgin doubles its capacity to New York with seven flights a week to JFK.
	<b>October</b>	Cargo opens terminal at JFK airport. Fourth frequency to Tokyo commences. Negotiations concluded in respect of Virgin's fifth and sixth B747.
<b>1990</b>	<b>May</b>	Virgin commences its service to Los Angeles. To coincide Virgin opens Upper Class lounge at Gatwick and Inflight Beauty Therapy for Upper Class passengers. Virgin becomes first airline to introduce automatic defibrillators and trained staff to aid inflight cardiac arrest victims.
<b>1991</b>	<b>January</b>	Civil Aviation Authority opens the door to Heathrow for Virgin's award winning operations. Launch of new uniform.
	<b>April</b>	Service to Tokyo increases to six flights a week.
	<b>May</b>	Daily service from London Gatwick to Boston starts. Virgin obtains seventh and eighth 747s.
	<b>June</b>	Virgin becomes first airline to offer individual TVs to all classes of passenger on wide-bodied aircraft.
	<b>July</b> <b>October</b> <b>November</b>	Virgin commences services from Heathrow to Los Angeles, New York (JFK) and Tokyo. Cargo opens its own terminal in Miami. Cargo opens its own terminal in Los Angeles.
<b>1992</b>	<b>March</b>	Sale of Virgin Music to Thorn EMI for \$880m. Richard Branson pledges to invest proceeds in Virgin Atlantic.
	<b>April</b>	Virgin is first airline to provide child safety seats.
	<b>May</b>	Launch of Virgin Mid Class, first airline to offer super economy service for full fare economy passengers. Daily scheduled service from London to Orlando commences.
<b>1993</b>	<b>March</b>	Virgin Atlantic launches service between Gatwick and Athens.
	<b>June</b>	Virgin Atlantic is the first airline to introduce a Snooze Zone in Upper Class cabin
	<b>July</b>	Virgin Atlantic introduces Virgin TaxiJet – the bike service to be offered to passengers in addition to the limo service.
	<b>December</b>	HRH Princess of Wales names Virgin Atlantic's first new airbus A340 300.
<b>1994</b>	<b>January</b>	New service launched from London City Airport to Dublin in partnership with CityJet.
	<b>February</b>	Daily service to Hong Kong commences. First Boeing 747-400 joins the Virgin fleet.
	<b>May</b>	San Francisco service launched
	<b>June</b>	Virgin Atlantic celebrates 10 <sup>th</sup> anniversary and introduces new global corporate identity.
	<b>October</b>	Fourth Airbus A340 and second 747-400 join the fleet.
	<b>November</b>	Mid Class rebranded Premium Economy.

<b>1995</b>	<b>January</b>	Announcement of marketing alliance with Malaysian Airlines.
	<b>April</b>	Launch of marketing alliance with Delta Airlines.
	<b>May</b>	No smoking flights introduced on Virgin Atlantic's transatlantic and Hong Kong routes. O2FLY, oxygen concentrator enabling chronic chest and lung patients to fly long distance introduced onboard.
	<b>June</b>	Virgin Atlantic commences service to Athens. Launch of ten year partnership with Malaysian Airlines. Virgin CityJet services commence between Dublin and Brussels.
	<b>July</b>	Codeshare with British Midland commences. Formation of the Asia Pacific – partnership with Ansett Australia Airlines and Malaysia Airlines.
<b>November</b>	New JFK Clubhouse opens.	
<b>1996</b>	<b>January</b>	Virgin LimoBikes now operate the existing chauffeured motorcycle service.
	<b>February</b>	Newark Clubhouse opens.
	<b>May</b>	Refurbished Heathrow Clubhouse. Manchester – Orlando service launched and naming ceremony of new Airbus A340-300 "Virginia Plain". Virgin Group acquires 90 per cent of the equity of Euro/Belgian Airlines, renamed Virgin Express and based in Brussels.
	<b>June</b>	Naming ceremony of a new Boeing 747-400 "Tinker Belle" Daily service launched from Heathrow to Washington.
	<b>July</b>	CityJet franchise terminated by mutual agreement.
	<b>October</b>	New service launched between Heathrow and Johannesburg. Drive Thru Check In service for Upper Class passengers.
<b>December</b>	New Clubhouse opened in Johannesburg.	
<b>1997</b>	<b>January</b>	Virgin Atlantic announces enhancements to its frequent flyer scheme. Express hand baggage check in available to all passengers.
	<b>March</b>	Virgin Atlantic launched new economy meal service Continental Airlines and Virgin announce codeshare agreement replacing Virgin Atlantic's alliance with Delta Airlines.
	<b>April</b>	Take delivery of 4 <sup>th</sup> new 747-400 aircraft.
	<b>May</b>	Take delivery of 6 <sup>th</sup> new A340 aircraft.
	<b>June</b>	Take delivery of 7 <sup>th</sup> A340 aircraft. New daily service from Gatwick to Newark. Miami service moves from Gatwick to Heathrow. New daily service to Johannesburg. The airline moves into new headquarters.
	<b>July</b>	Delivery of 5 <sup>th</sup> new 747-400 aircraft.
	<b>August</b>	New second daily service from Heathrow to Los Angeles. Take delivery of 8 <sup>th</sup> new A340 aircraft. Virgin announces it will become the world-wide launch customer for the new A340-600.
	<b>December</b>	Virgin announces it will become the world-wide launch customer for the new A340-600.
<b>1998</b>	<b>January</b>	Launch of K-iD, a new range of products aimed to keep children amused during flights.
	<b>February</b>	Continental Airlines and Virgin Atlantic launch codeshare agreement.
	<b>March</b>	Opening of Washington Clubhouse and Drive-Thru check-in at Newark. Virgin takes delivery of 9 <sup>th</sup> A340-300.
	<b>April</b>	Flying without Fear courses commence. Steve Ridgway is appointed as the Managing Director of Virgin Atlantic.
	<b>May</b>	Phase II of Johannesburg Clubhouse
	<b>June</b>	Delivery of the 10 <sup>th</sup> new A340 aircraft – named Diana. Drive Thru Check In service for Upper Class passengers introduced at London Gatwick.
	<b>July</b>	New Virgin Atlantic Clubhouse opens at Chep Lap Kok Airport, Hong Kong Medlink satellite telemedicine services introduced on all Virgin Atlantic flights. Second daily service to Orlando commences from London Gatwick.
	<b>September</b>	Virgin Atlantic Clubhouse opens at Gatwick Airport. Launch of services to St Lucia and Barbados on 27 September
	<b>October</b>	Delivery of first 747-200 from Cathay Pacific.
	<b>November</b>	Launch of services to Antigua on 21 October
	<b>December</b>	Catwalk launch of Virgin Atlantic uniform designed by John Rocha. Delivery of second 747-200 from Cathay Pacific. New Drive Thru service opens at San Francisco International Airport.

1999	<b>February</b>	Virgin Atlantic moves its New York JFK Operations to the new state-of-the-art Terminal 1 offering more Check In desks and space.	
	<b>March</b>	New cabin crew uniforms introduced across the company.	
	<b>May</b>	Tokyo Clubhouse opens. Virgin Sun launched, offering flights and holidays to 13 Mediterranean destinations from Gatwick and Manchester.	
	<b>June</b>	Virgin Atlantic unveils new aircraft livery, a fresh corporate identity and £37m package of product and service improvements including a stylish new cabin and flying beds – both single and, for the first time ever, double beds in business class. Launch of the “daylight” service between Heathrow and JFK, the airline’s fifth London – New York frequency.	
	<b>July</b>	Virgin Atlantic celebrates 15 years in the air. The Shanghai inaugural takes place on 12 July	
	<b>October</b>	Virgin signs fleet deal with Volvo to provide the airline’s famous limousine service Virgin makes limousine service nationwide	
	<b>November</b>	CAA declares Virgin Atlantic ready for the millennium Virgin Atlantic relaunch its frequent flyer programme renamed <i>flying club</i> 1 November – Virgin launches services to Chicago 17 November – Virgin Atlantic relaunch the new Upper Class cabin	
	<b>December</b>	Johannesburg Drive-Thru check-in opened Virgin Atlantic is granted extra frequencies to Shanghai from mid-2000 Virgin Atlantic’s first flight to Cape Town takes place on 2 December Virgin Atlantic signs codeshare agreement with Air India to operate services between London and Delhi from the summer of 2000 Extra frequencies to Shanghai and Cape Town awarded to Virgin Atlantic by the CAA On 20 December Richard Branson signs agreement to sell a 49% stake of Virgin Atlantic to Singapore Airlines for £600.25 million	
	2000	<b>February</b>	Opening of Revivals – Virgin Atlantic’s first arrivals lounge at Heathrow airport on 8 February
		<b>May</b>	Economy and Premium Economy products and cabin receive a revamp. Virgin Atlantic moves its Shanghai operations to Pudong airport New clubhouse at JFK Airport opens Virgin Atlantic’s Inflight Beauty Therapy service celebrates its tenth anniversary Virgin Atlantic signs a deal to be the first airline to introduce the latest telemedicine equipment onboard
		<b>June</b>	Virgin Atlantic launches the first direct scheduled service to Las Vegas on 8 <sup>th</sup> June Flying club celebrates its tenth anniversary
		<b>July</b>	Virgin Atlantic launches services to Delhi on 5 July Virgin Atlantic launches ‘Earth Calling’ service onboard allowing passengers to be contacted via their mobile number to the in-seat phone.
<b>October</b>		Revolutionary Upper Class sleeper seat introduced onboard Improvements in benefits offered to <i>flying club</i> members New baggage reclaim facility at Heathrow	
<b>December</b>		San Francisco Clubhouse opens in new International Terminal Virgin Atlantic wins OAG Airline of the Year	
2001	<b>February</b>	Virgin Atlantic confirms order for A380 aircraft	
	<b>May</b>	New version of onboard Health video launched	
	<b>August</b>	Virgin Atlantic launches new daily service to Toronto on 12 June Virgin Atlantic launches a new service from Heathrow to Lagos on 16 July	
	<b>September</b>	Virgin Atlantic cuts capacity by 20% as a result of the terrorist attacks in the US Suspension of services to Chicago, Toronto and Athens Cockpit doors strengthened across fleet and other security measures introduced	
	<b>October</b> <b>November</b>	New safety video onboard Virgin Atlantic offers tickets for £98 with Daily Express	
2002	<b>February</b>	Frequency increases following September 11 A340-600 order confirmed	
	<b>July</b> <b>August</b>	Launch of the A340-600 for which Virgin Atlantic is the launch customer First commercial flight of the A340-600 to New York Announcement of launch of services to Grenada and Tobago Virgin Atlantic launches SMS text messaging onboard	

	<b>October</b>	Virgin Atlantic announced plans to launch a twice-weekly Port Harcourt service in January
<b>2003</b>	<b>February</b>	Virgin Atlantic launches twice weekly services between Gatwick and Port Harcourt, Nigeria Virgin Atlantic launches new Upper Class Magazine - Carlos
	<b>May</b>	Virgin Atlantic operates the first aid flight to Basra to help with relief aid Virgin Atlantic launches weekly service between Gatwick and Tobago and Grenada Virgin Atlantic introduces Passports for Pets Scheme
	<b>June</b>	Virgin Atlantic submits response to Government White Paper on future runway development Richard Branson launches a campaign to keep Concorde flying
	<b>July</b>	Virgin Atlantic launches Upper Class Suite – the longest bed flying today Virgin Atlantic announces plans to operate to Australia
<b>2004</b>	<b>January</b>	Virgin Atlantic unveils the Virgin Atlantic GlobalFlyer – The Ground Breaking aircraft in which Steve Fossett will attempt the first solo circumnavigation of the world.
	<b>February</b>	Virgin Atlantic opens a new Clubhouse at JFK Airport
	<b>March</b>	Virgin Atlantic announce expansion plans for the airline, including the order of two more A340-600 aircraft and the recruitment of 1400 staff this year.
	<b>June</b>	Richard Branson takes on the Channel Challenge and sets a new record for the fastest crossing of the English Channel in an amphibious vehicle. Virgin Atlantic announces it has reached an agreement to take delivery of 13 new A340-600 aircraft with options for a further 13. In total the deal is worth in excess of \$5.5bn.
	<b>August</b>	Double Suites are launched onboard aircraft.
	<b>October</b>	Virgin Atlantic starts to fit Upper Class Suite onto its Gatwick fleet
	<b>December</b>	Virgin Atlantic launches daily services between Hong Kong and Sydney Virgin Atlantic opens new Hong Kong Clubhouse.
<b>2005</b>	<b>February</b>	Steve Fossett completes his solo circumnavigation of the world in the Virgin Atlantic GlobalFlyer.
	<b>March</b>	Virgin Atlantic commences services between London Heathrow and Mumbai.
	<b>June</b>	Virgin Atlantic celebrates its 21 <sup>st</sup> birthday by operating a commemorative flight between London and New York with Richard Branson, celebrities and media.
	<b>July</b>	Virgin Atlantic launches a weekly service between Gatwick and Nassau.
	<b>November</b>	Virgin Atlantic launches a twice weekly service between Gatwick and Havana. Virgin Atlantic launches a weekly service between Manchester and Barbados
<b>2006</b>	<b>February</b>	Steve Fossett completes the longest flight in the Virgin Atlantic GlobalFlyer
	<b>March</b>	Virgin Atlantic commences services between London Heathrow and Dubai
	<b>July</b>	Virgin Atlantic commences services between Gatwick and Montego Bay, Jamaica
	<b>September</b>	Virgin Atlantic launches its new Premium Economy seats
	<b>November</b>	Virgin Atlantic launches direct services between Manchester and St Lucia
<b>2007</b>	<b>April</b>	Virgin Atlantic re-launches direct daily services between Heathrow and Chicago
	<b>June</b>	Virgin Atlantic launches services between London Heathrow and Nairobi
	<b>October</b>	Virgin Atlantic launches services between London Heathrow and Mauritius
	<b>October</b>	Virgin Atlantic launches services between Gatwick and Kingston, Jamaica
	<b>October</b>	Virgin Atlantic launches its new Upper Class Wing facility at Heathrow
	<b>December</b>	Virgin Atlantic launches new terminal at T3 with the Spice Girls
<b>2008</b>	<b>February</b>	Virgin Atlantic operates World's First Biofuel Flight from Heathrow to Amsterdam
	<b>May</b>	Virgin Atlantic announces increase to beauty therapy service on the ground and ceases beauty treatments inflight
	<b>June</b>	Virgin Atlantic celebrates its 24 <sup>th</sup> birthday
	<b>September</b>	Virgin Atlantic celebrates 10 years of flying to the Caribbean
	<b>October</b>	Virgin Atlantic launches a second daily Hong Kong service
<b>2009</b>	<b>January</b>	Virgin Atlantic and bmi expand codeshare
	<b>February</b>	Virgin Atlantic celebrates fifteen years of flying to Hong Kong Virgin Atlantic and South African Airways extend codeshare agreement.
	<b>May</b>	Virgin Atlantic Celebrates twenty years of flying to Tokyo
	<b>June</b>	Virgin Atlantic celebrates it's 25 <sup>th</sup> birthday by recreating the very first flight to New York Virgin Atlantic announces the order of 10 Airbus A330-300 aircraft to be delivered from 2011.
	<b>August</b>	Virgin Atlantic and ANA announce codeshare agreement
	<b>November</b>	Virgin Atlantic starts flights to Puerto Rico on the 7 <sup>th</sup> November Virgin Atlantic opens new clubhouse at London Gatwick on 23 <sup>rd</sup> November.

<b>2010</b>	<b>January</b>	Virgin Atlantic announces that it will work with Free the Children and Travel Foundation for the next three years
	<b>March</b>	Virgin Atlantic announces the start of services to Accra, Ghana Virgin Atlantic announces that it is the official carrier of the England Squad for the World Cup
	<b>June</b>	Virgin Atlantic announces the opening of a new customer service centre in Swansea.
	<b>July</b>	Virgin Atlantic celebrates 10 years of flying to Las Vegas.
	<b>July</b>	Virgin Atlantic celebrates 10 years of flying to Delhi.
	<b>October</b>	Virgin Atlantic unveils new livery and brand identity. Virgin Atlantic launches first global advertising campaign
<b>2011</b>	<b>January</b>	Virgin Atlantic announces code share with Air New Zealand
	<b>March</b>	Virgin Atlantic named 'Travel Brand of the Decade' Virgin Atlantic creates 450 new jobs
	<b>April</b>	Virgin Atlantic brings first A330 into service, operating between Manchester and Orlando Virgin Atlantic launches services between Manchester and Las Vegas Virgin Atlantic brings back the red shoes for crew