

# IMPORTANT NOTIFICATION

## UPDATE TO CHURN POLICY

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Virgin Atlantic have updated the Churn Policy clarification on the definition of churning.

ADMs will be charged as equivalent of GBP1 per customer and segment, plus an administration fee of GBP30/EUR30/USD50.

**Please note that Virgin Atlantic Flightstore will pass on any charges received from the airline in relation to this policy.**

Any repeated booking or cancelling of the same itinerary in the same class of service, across one or more passenger name records or GDS's including, without limitation, to circumvent or extend ticketing time limits, hold inventory or to meet GDS productivity requirements.

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### **This can include, but is not limited to:**

All activity generated the same date as the initial booking

Repetitive booking and cancelling of Virgin Atlantic inventory with little to no change to the itinerary.

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Churn will be counted from the 3rd "book" (5th transaction).  
Example being Book, Cancel, Book, Cancel, Book.

Agency system restrictions are the agencies responsibility to ensure they do not generate churn and will still count towards any churn calculations.

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