

## Virgin Australia UpgradeMe Premium Bid Process Travel Agent Guide

Virgin Australia offers guests who have made a booking via a travel agent to utilise the UpgradeMe Premium Bid facility and allow the travel agent to retain control of the PNR/Ticket in most cases.

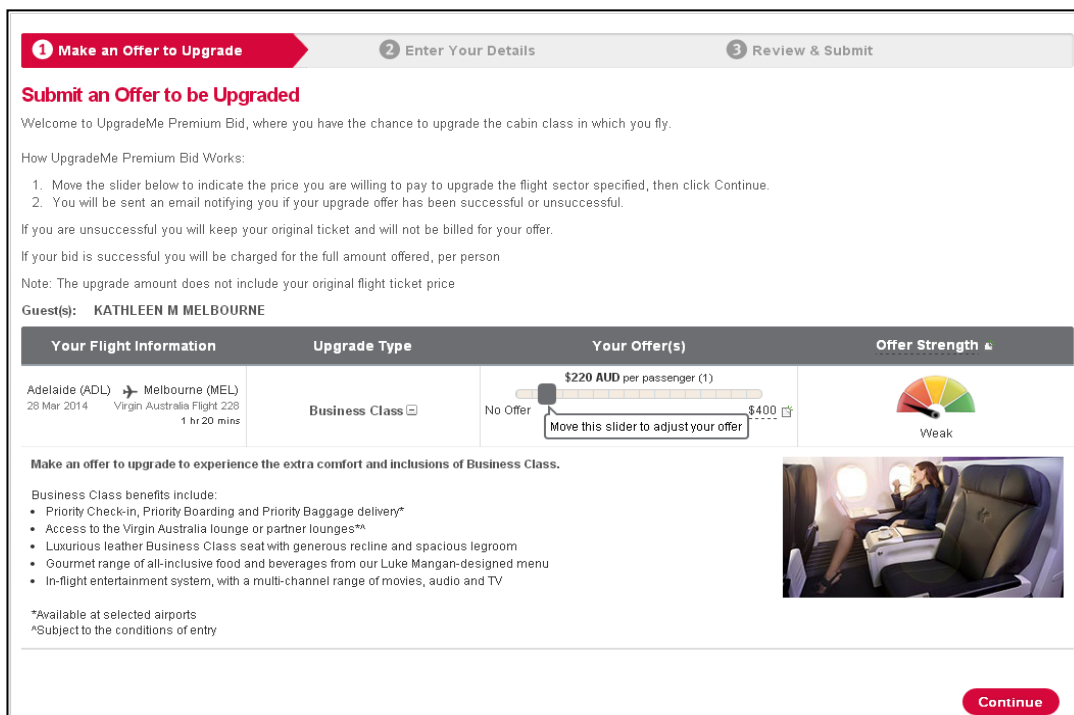
### What is UpgradeMe Premium Bid?

UpgradeMe Premium Bid offers guests the opportunity to upgrade to a premium cabin class on Virgin Australia operated services by making an offer on the Virgin Australia website up to 72 hours prior to the flights scheduled departure time for the chance to upgrade to Premium Economy or Business Class.

### How does UpgradeMe Premium Bid Work?

To check whether the guest is eligible, they can navigate to the [UpgradeMe Premium Bid page](#) on the Virgin Australia website and enter their Last Name and PNR. If their booking is eligible they will be directed to the bidding process where they can make an offer.

- **Make an Offer to Upgrade:** Determine the amount the guest is willing to pay to upgrade between a minimum and maximum range. Offers must be made per flight sector (i.e. Brisbane to Ayers Rock consists of two sectors: Brisbane to Sydney and Sydney to Ayers Rock), per passenger – for all passengers listed on the booking.



The screenshot shows a three-step process: 1. Make an Offer to Upgrade, 2. Enter Your Details, and 3. Review & Submit. The current step is 'Submit an Offer to be Upgraded'. It includes instructions on how to use the bid slider, which is currently set at \$220 AUD per passenger (1) out of a \$400 maximum. The offer strength is shown as 'Weak'. Below the slider, there is a list of Business Class benefits and a 'Continue' button.

**1 Make an Offer to Upgrade**    2 Enter Your Details    3 Review & Submit

**Submit an Offer to be Upgraded**

Welcome to UpgradeMe Premium Bid, where you have the chance to upgrade the cabin class in which you fly.

How UpgradeMe Premium Bid Works:

1. Move the slider below to indicate the price you are willing to pay to upgrade the flight sector specified, then click Continue.
2. You will be sent an email notifying you if your upgrade offer has been successful or unsuccessful.

If you are unsuccessful you will keep your original ticket and will not be billed for your offer.

If your bid is successful you will be charged for the full amount offered, per person

Note: The upgrade amount does not include your original flight ticket price

Guest(s): KATHLEEN M MELBOURNE

Your Flight Information	Upgrade Type	Your Offer(s)	Offer Strength
Adelaide (ADL) → Melbourne (MEL) 28 Mar 2014    Virgin Australia Flight 228 1 hr 20 mins	Business Class	\$220 AUD per passenger (1) No Offer    \$400	Weak

Make an offer to upgrade to experience the extra comfort and inclusions of Business Class.

Business Class benefits include:

- Priority Check-in, Priority Boarding and Priority Baggage delivery\*
- Access to the Virgin Australia lounge or partner lounges\*\*
- Luxurious leather Business Class seat with generous recline and spacious legroom
- Gourmet range of all-inclusive food and beverages from our Luke Mangan-designed menu
- In-flight entertainment system, with a multi-channel range of movies, audio and TV

\*Available at selected airports  
 \*\*Subject to the conditions of entry

**Continue**



- **Enter Payment Details:** Enter payment card details to allow payment if the offer is successful (unsuccessful offers will not be billed and you will keep your original ticket). If your offer is successful your card will be charged the full amount, per person, at the time of acceptance of the offer by Virgin Australia. The email address entered will be used to notify the guest about their offer and should therefore belong to the guest.

1 Make an Offer to Upgrade
2 Enter Your Details
3 Review & Submit

### Enter Your Payment Information

Fill out the fields below with your personal and payment information, then click Review & Submit to review your offer(s).

Note: Your card will only be charged if your offer is successful.

**Important information:**

- You must use a private email address (of which you have sole ownership) to make your offer.
- For security reasons, this email address cannot be amended once you have made your offer.
- All communication concerning your offer will be sent to the email address provided.
- You must keep your booking reference number confidential and treat it as you would a password. It allows subsequent access to your offer, and the ability for others to modify or cancel your offer, including increasing the value of your offer.

**Cardholder First Name**

**Cardholder Last Name**

**Email Address**

**Select Card**

**Card Number**

**Expiry Date**

**CVV**

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Review & Submit

- **Review and Submit:** Review information and submit the offer.

1 Make an Offer to Upgrade
2 Enter Your Details
3 Review & Submit

### Review and Submit

Review your offer(s), tick the tickbox to accept the terms of service, then click Submit Offer to make your offer. Note: Your card will only be charged if your offer is successful.

The upgrade amount offered is separate from and payable in addition to your original ticket price.

Your Offer(s)	Upgrade To	Flight Sector	Depart Date & Time	Total Offer*
\$230 AUD PER PERSON (1) <a href="#">(Edit)</a>	Business Class	Adelaide (ADL) → Melbourne (MEL) <small>Virgin Australia Flight 226</small>	28 Mar 2014 15:05	\$230 AUD

**Contact and Payment Information**

**Guest**

**Name on Card**

**Email Address**

**Card Type**

**Card Number**

**Expiry Date**

I agree that if my Offer is successful the Total Offer amount is payable in full.  
 The Total Offer amount is separate from and additional to the amount paid for the original ticket(s) purchased.  
 I confirm that I accept the [terms of service](#)

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Submit Offer

\* Includes taxes and fees

- **Notification of Upgrade:** The guest will be sent an email no later than one day (24 hours) prior to the flights scheduled departure time, notifying the guest if their offer has been successful or unsuccessful.



## What Happens Next?

An UpgradeMe Premium Bid offer can be modified or cancelled prior to the closure of the bidding window (72 hours prior to the flights scheduled departure time). To do this, simply click on the link provided in the offer confirmation email or visit the UpgradeMe Premium Bid webpage and enter the associated Last Name and PNR.

If an offer for an upgrade is made on a flight, and then the guest wishes to change the flight prior to the bidding window closure, the offer is **not** automatically transferred to the new flight and the offer is, as a result, deemed invalid. The guest will need to cancel their original offer and can choose to place a new offer on the new flight.

An offer will be deemed successful or unsuccessful between 72 and 24 hours prior to the flights scheduled departure time.

The guest will be sent an email no later than one day (24 hours) prior to the flights scheduled departure time, notifying the guest if their offer has been successful or unsuccessful. If the guests offer is successful the guest's card will be charged the total offer amount, per person, at the time of acceptance of the offer by Virgin Australia.

If the guests offer is successful, the nominated card will be charged for the total offer amount and a confirmation email sent to the nominated email address.

If the offer is successful and the booking was created in the GDS, the following will take place:

- › The upgraded flight sector is added and the original flight sector is cancelled
- › An SSR message will be sent via the GDS advising the travel agent the guest has been successful with an UpgradeMe Bid and they will need to cancel the HX sector
- › Travel agents will see an SSR message in the PNR confirming the UpgradeMe Bid

**SSR OTHS 1S PREMIUM BID UPGRADE. PNR OWNERSHIP REMAINS WITH AGENCY.  
 SSR OTHS 1S PLZ UPDATE ITIN BY XXL ALL HX SEGMENTS.**

The e-ticket will not be reissued and will still show the sector as being held in Economy Class with the applicable class and fare basis, while the itinerary will show the upgraded Business Class sector (Z class). Travel agents will retain control of the PNR/Ticket.

### Initial Upgrade

Original PNR	Original E Ticket
1 VA 803 K 21FEB MELSYD HK2 0600 0725	1 VA803 K 21FEB MELSYD 0600 OK OPEN
2 VA 882 T 25FEB SYDMEL HK2 1900 2035	2 VA882 T 25FEB SYDMEL 1900 OK OPEN
Upgraded PNR	E Ticket – NO CHANGE
1 VA 803 K 21FEB MELSYD HK1 0600 0725	1 VA803 K 21FEB MELSYD 0600 OK OPEN
2 VA 882 Z 25FEB SYDMEL HK1 1900 2035	2 VA882 T 25FEB SYDMEL 1900 OK OPEN

If the guests offer is unsuccessful, an email will be generated to the nominated email address advising them accordingly. Their booking and e-ticket remain unchanged and the card will not be charged.

## Process for Changes

### Changes to UpgradeMe Premium Bid Upgraded Bookings

#### › Change to upgraded sector

Upgraded PNR	E Ticket – for upgraded PNR
1 VA 803 K 21FEB MELSYD HK1 0600 0725 2 VA 882 Z 25FEB SYDMEL HK1 1900 2035	1 VA803 K 21FEB MELSYD 0600 OK OPEN 2 VA882 T 25FEB SYDMEL 1900 OK OPEN
Date/Time change to upgraded (SYDMEL) sector – PNR	E Ticket – EXCHANGED adcol collected T to L class
1 VA 803 K 21FEB MELSYD HK1 0600 0725 2 VA 892 L 25FEB SYDMEL HK1 2100 2235	1 VA 803 K 21FEB MELSYD 0600 OK OPEN 2 VA892 L 25FEB SYDMEL 2100 OK OPEN

**Note:** when reissuing the ticket as a result of a change to a non-upgraded sector, the new ticket will need to be manually built to ensure the upgraded sector booking class matches the class in the PNR (Z for Business Class upgrade), whilst the original fare basis code of the upgraded sector remains the same (example above – TZDA).

Change Type	Changes to: a NON-upgraded sector	Changes to: Upgraded sector
<b>Choice and Flex same class available (T to T)</b>	<p><i>If the guest wishes to make a change to a non-upgraded sector in the same class:</i></p> <ul style="list-style-type: none"> <li>*Re-book new flight using same booking class on non-upgraded sector</li> <li>*<b>REISSUE</b> ticket collecting change fee.</li> <li>*Original fare basis and fare value apply to upgraded sector coupon, reissued ticket will show Z class</li> </ul>	<p><i>If the guest wishes to make a change to an upgraded sector in the same class:</i></p> <ul style="list-style-type: none"> <li>*Re-book new flight using same Economy booking class (if available).</li> <li>*<b>REISSUE</b> ticket collecting change fee</li> </ul> <p><i>Guest can choose to re-bid for an upgrade using UpgradeMe Premium Bid if the flight departs in more than 72 hours.</i></p>
<b>Choice and Flex same class NOT available</b>	<p><i>If the guest wishes to make a change to a non-upgraded sector in a different class:</i></p> <ul style="list-style-type: none"> <li>*Re-book new flight using best available booking class on non-upgraded sector.</li> <li>*<b>REISSUE</b> ticket collecting change fee difference/taxes and change fee.</li> <li>*Original fare basis and fare value apply to upgraded sector coupon, reissued ticket will show Z class</li> </ul>	<p><i>If the guest wishes to make a change to an upgraded sector and book a different class:</i></p> <ul style="list-style-type: none"> <li>*Re-book new flight using best available booking class that is equal or higher in value.</li> <li>*<b>REISSUE</b> ticket collecting fare difference from original Economy fare and taxes and change fee</li> </ul> <p><i>Guest can choose to re-bid for an upgrade using UpgradeMe Premium Bid if the flight departs in more than 72 hours.</i></p>



Change Type	Changes to: a NON-upgraded sector	Changes to: Upgraded sector
<p><b>Flex same class available (L to L)</b></p>	<p><i>If the guest wishes to make a change to a non-upgraded sector in the same class:</i></p> <p>*Re-book new flight using same booking class on non-upgraded sector                      *<b>REVALIDATE</b> ticket</p>	<p><i>If the guest wishes to make a change to an upgraded sector and book in the same class:</i></p> <p>*Re-book new flight using same Economy booking class (if available)                      *<b>REVALIDATE</b> ticket</p> <p><i>Guest can choose to re-bid for an upgrade using UpgradeMe Premium Bid if the flight departs in more than 72 hours.</i></p>
<p><b>Flex same class NOT available</b></p>	<p><i>If the guest wishes to make a change to a non-upgraded sector in a different class:</i></p> <p>*Re-book new flight using best available booking class on non-upgraded sector                      *<b>REISSUE</b> ticket collecting fare difference/taxes                      *Original fare basis and fare value apply to upgraded sector coupon, reissued ticket will show Z class</p>	<p><i>If the guest wishes to make a change to an upgraded sector and book in a different class:</i></p> <p>*Re-book new flight using best available booking class that is equal or higher in value.                      *<b>REISSUE</b> ticket collecting fare difference from original Economy fare and taxes</p> <p><i>Guest can choose to re-bid for an upgrade using UpgradeMe Premium Bid if the flight departs in more than 72 hours.</i></p>

## Frequently Asked Questions

**Q. What fare types is UpgradeMe Premium Bid upgrades permitted on?**

- A.** UpgradeMe Premium Bid upgrades are permitted on:
- › Fares issued on Virgin Australia (795) ticket stock
  - › Choice and Flex fares (Domestic, Trans-Tasman, International Short Haul)
  - › BT/IT tickets
  - › Published/Corporate and Wholesale Fares
  - › Itineraries with flights using our Interline partners but only on the VA segment

**Q. How will I know that the guest has upgraded using UpgradeMe Premium Bid?**

**A.** The PNR will reflect the upgrade in Z or P class and an SSR message will be sent via the GDS to the travel agent to action the cancelling of the original flight, advising that the booking has been upgraded via UpgradeMe Premium Bid.

**Q. Do I need to reissue the ticket to reflect the upgrade?**

**A.** No, the e-ticket does not need to be reissued/revalidated unless the guest makes a future change to the PNR itinerary (see above scenarios).

**Q. Will the E ticket reflect the upgrade?**

**A.** No, the e-ticket will not reflect the upgrade. It will only show in the itinerary. The ticket remains in the same booking class that the passenger originally paid for.

**Q. What if the guest wishes to make a change to a sector in the PNR other than the upgraded sector?**

**A.** If changes are required to a travel agency created PNR after a sector has been upgraded; where the itinerary change does not involve the upgraded sector, the travel agent can revalidate or reissue the ticket using the normal process and this will not affect the upgraded sector.

**Q. What if the guest wishes to make a change to an upgraded sector?**

**A.** Where a sector that has been upgraded requires a date/time or routing change, the travel agent should proceed to rebook the new flight in a fare that is equal to or higher than the fare booked before the upgrade was processed. The ticket will need to be reissued or revalidated, depending on the scenario. The amount charged to the card for the UpgradeMe Premium Bid upgrade is forfeited.

**Q. Is it still possible to Web/Mobile and Kiosk check-in on upgraded sectors?**

**A.** Yes it is possible to check in via your Mobile and at the Kiosk, however at this point in time Web check-in is not permitted on the initially upgraded sector. For subsequent changes when the e-ticket is exchanged and is in sync with the PNR itinerary, i.e. booking class and e-ticket match, Web check-in is possible.

**Q. If there are multiple passengers on my bookings, does the guest have to make an offer for all passengers?**

**A.** Yes. You cannot split the booking. If the upgrade is accepted all passengers will be upgraded.

**Q. Is it possible to increase/decrease the offer, if the guest has already made the offer?**

**A.** Yes. The guest can modify their offer by clicking on the link in the confirmation email, or by visiting the UpgradeMe Premium Bid webpage, up until 72 hours prior to departure of their flight.

***Q. The guest needs to change a flight, for which they have made an upgrade offer. Can they transfer the offer to the new flight?***

**A.** No. Upgrade offers are non-transferable. The guest will need to cancel their original offer, and make a new offer on their new booking. To do so, visit the UpgradeMe Premium Bid webpage, and follow the simple step-by-step process to make a new offer.

***Q. The guest needs to change a flight, for which they have successfully received an upgrade. Can they transfer the upgrade? If not, what happens to the upgrade?***

**A.** Upgrades cannot be transferred unless the change is due to a Virgin Australia disruption. If the guest chooses to change their flight they will not be refunded or credited for their successful upgrade offer.

***Q. The guest needs to cancel a flight, for which they have successfully received an upgrade. Can they cancel their upgrade?***

**A.** The guest can cancel their booking as per the original fare rules, but they will not receive a refund for their successful upgrade offer.

***Q. Will the guest receive extra Points or Status Credits if they are successfully upgraded?***

**A.** No. Velocity Points or Status Credits can only be earned for the original booking.

***Q. The guests offer was unsuccessful. Can they make a second offer?***

**A.** No. If the guests offer was unsuccessful they cannot make another offer on the same flight.

***Q. What fare rules apply to my upgraded booking?***

**A.** The fare rules of the original booking will continue to apply to the upgraded booking.

## Where can I go for more information?

- › Refer to the [UpgradeMe Premium Bid webpage](#)
- › Refer to the [UpgradeMe Premium Bid FAQs webpage](#)
- › Talk to your Virgin Australia Industry Account Manager
- › Send your questions to your state based sales support team