

## Virgin Australia Voyeur Launches Inaugural Bilingual Guide For Golden Week

Wednesday 4 October, 2017: Virgin Australia Voyeur magazine has announced the launch of its inaugural 16-page bilingual shopping guide, translated into simplified Chinese, in its October issue. Available from this week, the launch coincides with Virgin Australia's new daily direct flights from Melbourne to Hong Kong and Golden Week, providing Virgin Australia passengers with access to insider information on Australia's best and most luxurious shopping experiences.

General Manager Virgin Australia Voyeur magazine, Jackie Frank said: "This launch cements Voyeur's commitment to catering directly to our important, growing Chinese audience and does so by showcasing Australia's greatest shopping experiences.

"More than half a billion Chinese tourists are expected to travel during Golden Week which celebrates National Day in China.

"It is no secret that the Chinese tourist is an integral category within the Australian luxury market and I'm proud of what the team have achieved to deliver more value for our partner, Virgin Australia, and our advertising clients," Frank added.

In 2016, this market spent \$94 billion dollars in a single week whereby in the same year, China was Australia's second largest inbound market for visitor arrivals and the largest market for total expenditure and visitor nights. Last year, more than 1.19 million visitors travelled to Australia from the Greater China region, generating more than \$9.2 billion in total expenditure.

Virgin Australia Group Executive Public Affairs Danielle Keighery: "Since launching our direct flights between Melbourne and Hong Kong in July, we have been able to tap into the valuable inbound market that is the Greater China region.

"I am pleased we are able to offer this curated and high-end shopping guide for visitors who are travelling to Australia from these areas," Ms Keighery said.

Virgin Australia Voyeur Editor Kirsten Rowlingson said: "The launch this week is another example of our ongoing ambition to create more targeted content to engage directly with our captive audience. It follows Voyeur's hugely successful Luxury Issue in April which was dedicated to luxurious destinations, fashion, automotive and tech."

Virgin Australia Voyeur Sales Director Krista Walton said: "The Voyeur readership is a very lucrative audience that consists of a unique mix of the business frequent flyer and the luxury traveller. The Chinese market is integral to our luxury traveller audience and the bilingual guide is a great example of how the team at Voyeur are innovating in line with our audience delivery to provide more return on investment for our advertising partners."

Virgin Australia Voyeur is distributed in the seat-back pockets of all international and domestic flights, reaching almost 2.4 million passengers per month.

Virgin Australia and its alliance partner Hong Kong Airlines open up extensive travel opportunities for both Australian and Greater Chinese passengers, with the ability to earn and redeem points and status credits on the reciprocal networks.

*Ends.*

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