

1. Strengthen the Partnership with Delta Airlines

Delta Airlines plays a critical role in Virgin Atlantic's network, contributing the majority of the revenue within the SkyTeam alliance. To capitalize on this relationship, Virgin Atlantic should focus on deepening its partnership with Delta. Joint marketing efforts, particularly on transatlantic routes, could drive more traffic and revenue. Additionally, enhancing the integration of loyalty programs would encourage Delta's frequent flyers to choose Virgin Atlantic for their international travel. By exploring co-branded services, such as joint lounge access or seamless customer service experiences, the partnership can be further strengthened, benefiting both carriers.

2. Optimize High-Performing Routes

Certain routes, particularly those between major hubs like JFK-LHR and LAX-LHR, are generating significant revenue. Virgin Atlantic should prioritize these high-performing routes by optimizing seat capacity to match demand, ensuring that flights are fully utilized. Investing in premium services on these routes can also attract higher-paying customers, improving overall profitability. Moreover, adopting dynamic pricing strategies that respond to real-time demand and customer behaviour will help maximize revenue on these key routes.

3. Implement Sponsored Flights for Underperforming Routes

For routes that are not performing as well, increasing their visibility through sponsored flights can be an effective strategy. By collaborating with online travel agencies and search engines, Virgin Atlantic can ensure that these flights appear at the top of search results, making them more visible to potential customers. Pairing this strategy with targeted advertising and promotional offers, such as discounted fares or loyalty rewards, can further incentivize travellers to choose these routes, ultimately helping to improve their performance.

Conclusion

By focusing on these three key areas, Virgin Atlantic can enhance its SkyTeam PER performance while also improving customer satisfaction and loyalty. Strengthening the partnership with Delta Airlines, optimizing high-revenue routes, and sponsoring underperforming routes will not only drive revenue growth but also ensure that Virgin Atlantic remains a preferred choice for international travellers.