



a guide to v-flyer.com
it's more than just a journey



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a brief history

V-Flyer first appeared on the internet in 2003, originally with the catchy title, 'The Virgin Atlantic Flyer Resource'. It was started by Pete Shaw, a regular poster to the Virgin Flying Club sub-forum of FlyerTalk, the granddaddy of frequent flyer communities. Back in 2003 the most common question of Virgin-flying posters was 'which plane will I be on?'. The reason for this was the diverse (some would say positively schizophrenic) configuration of in-flight entertainment (IFE) systems in the Virgin fleet. Seatback Nirvana in those days was V-Port, and if taking a later flight to Los Angeles gave you a better chance of big-screen video-on-demand movies rather than watching VHS tapes on a postage stamp, it

was worth the effort to seek that information out. So the first incarnation of V-Flyer was a simple tool that analysed historical flight movements over a three month period to predict what your chance of seeing a particular type of entertainment system was on a future flight. It proved popular. Very popular, and soon after other tools followed to mine the data being collected in other ways. At the end of 2003 a discussion forum was added to the site and V-Flyer experienced exponential growth. Today it is one of the largest independent communities of any airline, combining a mix of utilities for Virgin passengers, threaded discussion forums covering every aspect of travel, and a strong community aspect with bonds between visitors being formed both online and offline. We can even claim to have introduced no less than two now happily married couples!

You'll understand that our passion for travel is embodied in our slogan, *It's more than just a journey.* **Welcome to V-Flyer.com**

The Virgin Atlantic Flyer Resource

Home
What's My Chance?
Aircraft Database
Entertainment
NEW Galileo Check
NEW Airport Codes
NEW Flight Status
NEW London Arrivals

Links
[VfFan.org](#)
[FlyerTalk](#)
[Virgin Atlantic](#)

[Opodo.co.uk](#)
[eonline.co.uk - Name Your Own Price](#)
[shoekers.com](#)

This site was inspired by the good folks on the FlyerTalk & VSFan forums since there's always a constant stream of questions which basically come down to 'What aircraft will I be on?'. Well, the simple answer is, you'll never know since there's no guarantee that a particular aircraft will be on that route. There's not even a pattern to aircraft usage, and occasionally you may find that even though your travel agent's itinery says you'll be on a 747, you get to the gate and find out it's a A340 (very rare, thankfully!).

So, you'd think it'd be pointless asking the question. Well, no, since what you can do is look at the historical flight data and determine what the probability percentage of getting a particular aircraft is. Of course, this isn't an exact science, and just because aircraft 'X' has never flown on route 'Y' before, doesn't mean it won't be on your flight tomorrow - however, it's not as likely as the aircraft that flies that route 90% of the time. You get where this is going?

Where this actually gets useful is in predicting what your chances of a particular type of seat or entertainment system. For instance, if you're traveling Premium Economy and fancy using your laptop on board, wouldn't it be nice to know whether your aircraft will have V-Port and hence laptop power? If you're on the VS900 to Tokyo (which has a roughly 50% chance of a V-Port equip aircraft), I'd be packing my laptop power adaptor. If I'm on the VS023 to LAX, then I'll be charging the spare batteries, since that route has only averaged V-Port on 1% of its flights.

Use **What's My Chance** to view the stats on a particular route

Use **Aircraft Database** to look at an aircraft's flight log, seat configuration and entertainment equipment

Use **Entertainment** for a quick reference on the different types of systems in use on the Virgin fleet, and which aircraft have what.

Use **Galileo Check** to view live data on the seat availability on a particular flight, and see what bucket classes are filling up.

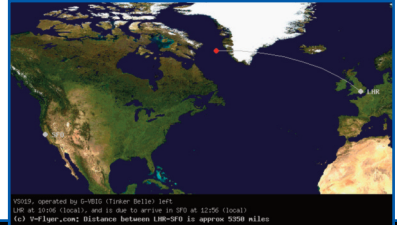
The Virgin Atlantic Flyer Resource. Back in 2003 the site was a very different place.



where in the world?

On V-Flyer.com we like to go that extra mile. That's why, for instance, when it came to creating a Flight Status tool we built one from scratch using the gorgeous NASA 'blue marble' maps as a base. And when you bring up a flight, we'll not only tell you the time it left its destination and

expected arrival time, but also the tail number and even the name of the plane.



VS019, operated by G-VBIG (Tinker Belle) left LHR at 10:06 (local), and is due to arrive in SFO at 12:56 (local)
(c) V-Flyer.com: Distance between LHR-SFO is approx 5350 miles

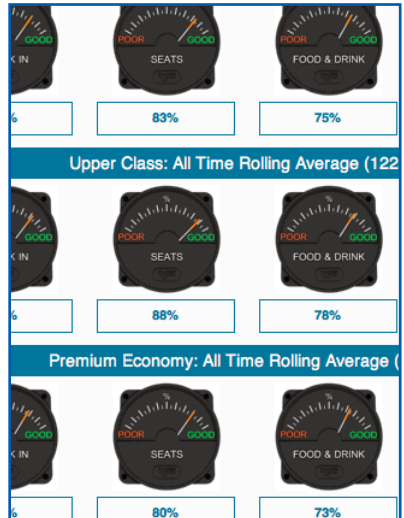


A related feature you won't find anywhere else is our 'All Flights' tool, showing you the position of every Virgin Atlantic aircraft in the air at any one time. Virgin Atlantic themselves have used this display at their engineering open day events at their headquarters in Crawley.



your opinion counts

You are more likely to agree the opinion of your peers than the marketing blurb on a brochure, right? On V-Flyer our 'Trip Reports' section has been one of the most popular areas for that very reason. And in 2005 we started formally indexing trip reports, so you can read over 2,000 reviews of Virgin flights (and nearly 1,000 more for flights with other airlines) spanning seven years of the good, bad and downright ugly. In order to make it easy for you to find a specific report, V-Flyer features a tool to locate reviews by route and cabin type. An important spin-off of Trip Reports are Passenger Ratings.



Our 'ratings dials' give a real-time view of Virgin's customer service.

Report	Avg. Rating	Class	Replies	Views	Posted By
V5001 LHR-EWR 11 DEC 11 (Upper Class)	★★★★★	Upper Class	14	874	Trevski220
V5001 LHR-EWR 15 JUN 11 (Upper Class)	★★★★★	Upper Class	10	902	Credit Crunch
V5001 LHR-EWR 18 JUN 11 (Upper Class)	★★★★☆	Upper Class	28	1501	slinky09
V5001 LHR-EWR 5 JUN 11 (Upper Class)	★★★★☆	Upper Class	8	887	hat
V5001 LHR-EWR 17 OCT 10 (Upper Class)	★★★★☆	Upper Class	5	547	rich1664
V5001 LHR-EWR 24 SEP 10 (Upper Class)	★★★★☆	Upper Class	16	951	DAEDALUSNJ
V5001 LHR-EWR 9 SEP 10 (Premium Economy)	★★★★☆	Premium Economy	7	1188	Decker
V5001 LHR-EWR 28 AUG 10 (Upper Class)	★★★★☆	Upper Class	12	803	honey lamb
V5001 LHR-EWR 15 AUG 10 (Upper Class)	★★★★☆	Upper Class	2	377	hat
V5001 LHR-EWR 28 JUL 10 (Upper Class)	★★★★☆	Upper Class	8	729	MrDoob
V5001 LHR-EWR 24 Oct 09 (Upper)	★★★★☆	Upper Class	19	1017	plh
V5001 LHR-EWR 9 Sep 09 (Upper)	★★★★☆	Upper Class	15	905	honey lamb
V5001 LHR-EWR 16 Jul 09 (Upper)	★★★★☆	Upper Class	15	881	Decker
V5001 LHR-EWR 4 Jun 09 (Upper)	★★★★☆	Upper Class	16	863	Decker
V5001 LHR-EWR 30 Apr 09 (Upper)	★★★★☆	Upper Class	11	689	thompst
V5001 LHR-EWR 19 Mar 09 (Upper)	★★★★☆	Upper Class	13	736	Stevieboy
V5001 LHR-EWR 2 Sep 08 (Upper)	★★★★☆	Upper Class	5	644	lynnwob
V5001 LHR-EWR 25 Apr 08 (Econ)	★★★★☆	Economy	2	907	dickoon
V5001 LHR-EWR 9 Jul 07 (Econ)	★★★★☆	Economy	0	608	Jonathan
V5001 LHR-EWR 30 May 07 (PE)	★★★★☆	Premium Economy	1	648	andrew.m.wright
V5001 LHR-EWR 23 Apr 07 (Econ)	★★★★☆	Economy	10	808	roadrunner
V5001 LHR-EWR 29 Nov 06 (PE)	★★★★☆	Premium Economy	15	783	Decker

Flying to Newark? A lot of V-Flyers have been there already, and are happy to share their reviews.

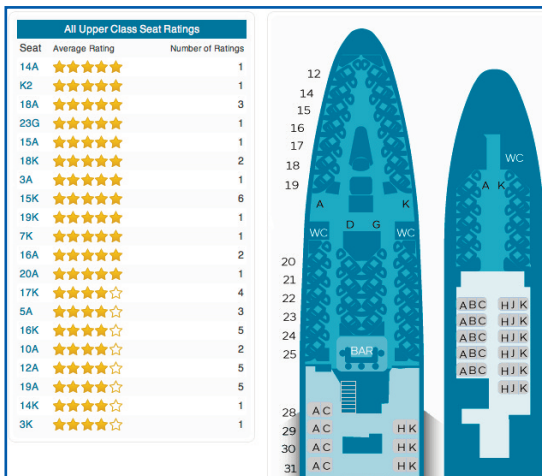
Every time a trip report is posted, we also gather a star rating in the five key areas of Ground Staff, Food & Drink, Entertainment, Seat and Cabin Crew. Because these ratings are linked to a verbose trip report to justify the scores, they are far more reliable than a "bingo card" response. Comparing the rolling three-month average with all-time historic ratings can quickly point to failings or improvement in customer service, and can be far more reliable than a hunch that service is changing.



where to sit?

It's completely understandable that if you're going to spend about ten hours in a pressurised metal tube, you'd like to at least get a good selection of seats for you and the family. And there are many sites out there that will help you narrow down your options. But what makes V-Flyer different is our beautiful scale drawings of the aircraft layout (so you know *really* how far away from the toilets you are), and the way we leverage data from our trip reports to provide genuine ratings from real passengers rather than just generic comments that a seat is better because it has

extra legroom. We'll let you see a macro-view so you can select which seats are best in your preferred cabin, and then you can drill down to the specific trip reports that generated that rating so you can really understand if those seats will suit you. No other site offers a greater level of detail in this area than V-Flyer.



Looking for a good seat? V-Flyer offers detailed ratings of all cabins from real reviews.

All Ratings for 15K

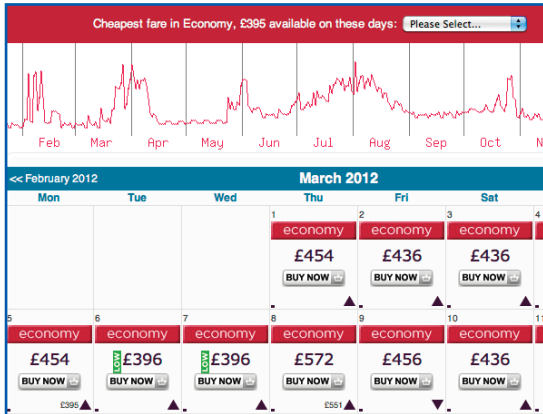
Reviewer	Rating
Co	★★★★★ See the trip report VS602 JNB-LHR 10 DEC 11 (Upper Class) in the forum for details.
honey lamb	★★★★★ See the trip report VS019 LHR-SFO 1 JUL 11 (Upper Class) in the forum for details.
horburyflyer	★★★★★ See the trip report VS046 JFK-LHR 22 APR 11 (Upper Class) in the forum for details.
mitchja	★★★★★ See the trip report VS027 LGW-MCO 3 MAR 11 (Upper Class) in the forum for details.
horburyflyer	★★★★★ See the trip report VS046 JFK-LHR 31 OCT 10 (Upper Class) in the forum for details.

Drill-down to the individual trip report to see why it gets its rating.

In 2011 we also launched seat maps for the Virgin America aircraft, again linked to our Trip Report section to ensure ratings are based on tangible criteria.



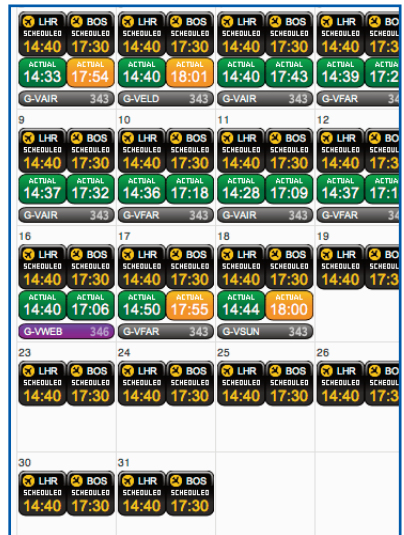
the price is right



Want to find the cheapest fare? Fare Watch monitors the most popular Virgin Atlantic routes.

Flight pricing is unique in the slightly odd way you can be paying wildly different amounts for exactly the same product. Adjacent seats may have been sold at completely different prices, and you can't be blamed for wanting to buy it at the lower price. But the problem is finding those cheaper flights. That's why we've built 'Fare Watch', a tool that tracks the most popular Virgin Atlantic flights and gives you an overview of an entire year's worth of pricing. You can instantly jump to the lowest price offered, and we'll even chart the price changes so you can see fares like a heartbeat above our pricing matrix.

The flip side to this story is finding the flight that suits your needs. Airline timetables can be notoriously difficult to get your head around, so on V-Flyer we'll show you a calendar view with scheduled departure and arrival times, plus - for flights in the past - we'll also show you what time they *actually* took off and landed so you can see if your chosen flight regularly suffers from delays. And this being V-Flyer, we'll also show you the specific aircraft that flew past routes, colour-coded by aircraft type, naturally.



Get me to the terminal on time! Our schedules show you every bit of detail about past and future flights.



satisfy your inner geek

Some people get excited about flying because they don't do it very often. Some people fly often just because they get excited about flying. Some people just love data. At V-Flyer we satisfy all of these desires with lots of real-time information. Everything from descriptions of Virgin Atlantic fare codes, a lookup tool for those three-letter airport codes, technical info about IFE systems and where they are fitted, to our flagship Aircraft Database tool which will tell

you everything about a specific aircraft. We'll tell you everywhere it's flown in the past three months (and tell you what time it took off and landed); a map showing where its been, (and the total number of miles its flown); a seat map; links to any user-submitted photos of the aircraft; and if it's in the air right now, we'll show you where it is.

Aircraft: **EmmeLine Heaney (G-VYDU) A340-642** [Pull Up The Details](#)

G-VYDU is inflight now, operating VS251 to LHR

Flight	Route	Date	Dep	Arr
VS251	PVG-LHR	2012-01-20	03:41	18:12
VS250	LHR-PVG	2012-01-21	13:24	23:58
VS604	CPT-LHR	2012-01-20	19:36	07:29
VS603	LHR-CPT	2012-01-19	21:03	08:39
VS901	NIT-LHR	2012-01-19	03:10	15:06
VS900	LHR-NIT	2012-01-18	13:16	00:55
VS652	LOS-LHR	2012-01-17	23:34	06:16
VS651	LHR-LOS	2012-01-16	12:04	17:54
VS201	HKG-LHR	2012-01-16	15:50	04:33
VS201	SYD-HKG	2012-01-16	04:50	13:28
VS200	HKG-SYD	2012-01-14	12:23	21:33
VS200	LHR-HKG	2012-01-14	22:01	10:21
VS301	DEL-LHR	2012-01-14	09:40	18:34
VS300	LHR-DEL	2012-01-13	22:16	05:47
VS004	JFK-LHR	2012-01-11	23:31	08:07
VS003	LHR-JFK	2012-01-11	09:58	17:31
VS004	JFK-LHR	2012-01-10	23:46	06:09
VS003	LHR-JFK	2012-01-10	09:53	17:33
VS201	HKG-LHR	2012-01-09	15:47	04:32
VS201	SYD-HKG	2012-01-09	05:07	13:41
VS200	HKG-SYD	2012-01-07	11:33	20:17
VS200	LHR-HKG	2012-01-07	21:39	09:19
VS301	DEL-LHR	2012-01-07	08:32	17:39
VS300	LHR-DEL	2012-01-06	22:12	09:45
VS008	LAX-LHR	2012-01-05	01:46	11:23
VS007	LHR-LAX	2012-01-05	11:46	23:33
VS604	CPT-LHR	2012-01-04	19:36	08:02
VS603	LHR-CPT	2012-01-03	05:50	08:30
VS251	PVG-LHR	2012-01-03	03:44	16:35
VS250	LHR-PVG	2012-01-02	13:07	23:29
VS006	MA-LHR	2012-01-01	00:45	08:27
VS005	LHR-MA	2012-01-01	11:26	21:08
VS201	HKG-LHR	2011-12-31	15:44	04:46
VS201	SYD-HKG	2011-12-31	04:55	13:42
VS200	HKG-SYD	2011-12-29	11:27	19:58
VS200	LHR-HKG	2011-12-29	22:03	09:00
VS024	LAX-LHR	2011-12-28	05:38	15:01
VS023	LHR-LAX	2011-12-28	15:54	02:27
VS008	LAX-LHR	2011-12-27	03:17	13:01
VS007	LHR-LAX	2011-12-27	11:51	22:38
VS201	HKG-LHR	2011-12-26	15:52	04:34

VS251: operated by G-VYDU (EmmeLine Heaney) B747-400 at 1814 (local), and is due to arrive in LHR at 1812 (local)
 (c) V-Flyer.com: Distance between PVG-LHR is approx. 5738 miles

- Upper Class
- Premium Economy
- Economy

Flight: **VS011 London Heathrow-Boston** [Tell Me What You Want](#)

Flight: **VS011** Origin: **London Heathrow (LHR)**

VS011 is inflight now, being operated by G-VAIR (Maiden Tokyo), and expected to

Registration	%	Entertainment	%
G-VAIR	32%	ODYSSEY	70%
G-VELD	21%	V-PORT	30%
G-VSUA	18%		
G-VFAR	16%		
G-VWEB	2%		
G-VSHY	1%		
G-VATL	1%		
G-VNAP	1%		
G-VMEG	1%		
G-VBLU	1%		
G-VGOA	1%		
G-VEIL	1%		

Which Aircraft? Still a popular question on V-Flyer.

And not just for nostalgia, the tool that started it all - 'Which Aircraft', will tell you what chance you will have of getting a specific aircraft type and entertainment system on your next flight. After all, it's still a useful utility!

Data, glorious data. Everything you could possibly want to know about a specific Virgin aircraft.




pull up a chair

By far the largest area of the site is the threaded discussion forum. This is the heart of our community where registered users can ask questions, deliberate mileage strategies, alert each other to special offers and sometimes say hello from the airport lounge. With over 300,000 posts it's a huge, ever-expanding, searchable knowledgebase of travel-related information. Moderated by a team of senior volunteer site members, it is kept spam-free, courteous and always ready to welcome new visitors.

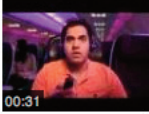
	Tink's Big Fat Winter Menu Thread - UK-USA (All Cabines) by Tinkerbelle on 09 Nov 2011, 16:17	26	7055	by clarkeynffc	on 12 Jan 2012, 23:34
	Extra Legroom Seats - Locations by Tinkerbelle on 22 May 2011, 14:14	5	6201	by tonybear	on 22 May 2011, 14:26
	Gategroup secure Virgin Atlantic UK catering contract by hotrunflyer on 21 Jan 2012, 20:11	13	411	by slinky09	on 22 Jan 2012, 16:14
	Virgin Money to buy Virgin Credit Cards (MBNA)? by Nottingham Nick on 22 Jan 2012, 10:22	2	125	by tonybear	on 22 Jan 2012, 16:13
	Premium Economy seat recommendations? by iam101 on 22 Jan 2012, 15:07	1	61	by David	on 22 Jan 2012, 15:38
	Virgin premium economy Manchester to Barbados by Billybloster on 22 Jan 2012, 13:43	4	111	by virginboy747	on 22 Jan 2012, 14:40
	Clubhouse Guests by Rich1994 on 22 Jan 2012, 11:11	6	140	by Rich1994	on 22 Jan 2012, 12:53
	Child Car Seat - Check in Charge ? VS075/76 by RickT on 18 Jan 2012, 20:24	4	337	by Adastral	on 22 Jan 2012, 12:02
	San Antonio International Airport by Trev2283 on 22 Jan 2012, 11:34	1	56	by Co	on 22 Jan 2012, 12:01
	Fare Watch by Orlando real estate agent on 21 Jan 2012, 19:00	3	203	by honey lamb	on 22 Jan 2012, 10:53

Topics on every subject. With over 300,000 posts, V-Flyer is a vast and growing knowledgebase.



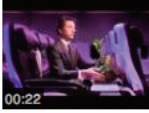
00:31

Yum When You Want It
111 views
Last updated: 7 months ago
Pete



00:31

Get Down At Any Elevation
106 views
Last updated: 7 months ago
Pete



00:22

Your Office at 35,000 Feet
129 views
Last updated: 7 months ago
Pete

Move over YouTube, V-Flyer's the place to watch travel videos.

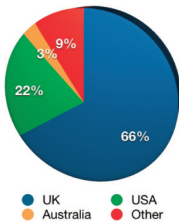
Supporting the forum is our community section, where members can interact with each other in a familiar social-networking style on their profile pages. Features you'll recognise like profile walls and activity feeds allow members to interact with other visitors in a more relaxed environment than the forum allows. This area also hosts our collection of user-submitted photos and videos. With over 4,500 photos, chances are someone's taken a picture of that seat you want to see; the check in area at an airport you're unfamiliar with or the new paint job on your favourite aircraft.



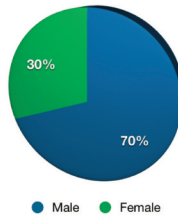
demographics

Over the years we've asked our visitors a lot of questions which help us build up a picture of who uses the site.

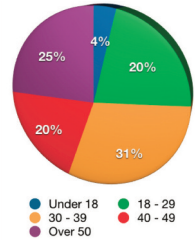
country



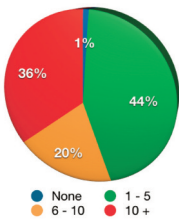
gender



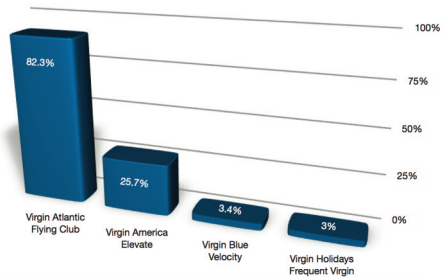
age



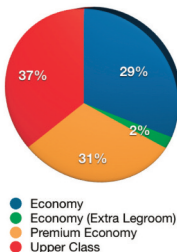
flights per year



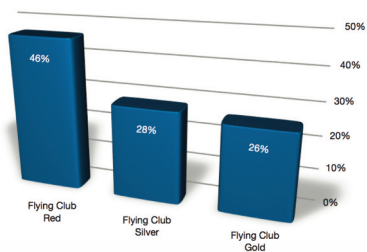
membership of FFP



normal cabin flown on Virgin Atlantic



membership level in Virgin Atlantic Flying Club



advertising

V-Flyer accepts ads in JPG, GIF and PNG format. Max file size is 75K. There are no looping restrictions on Animated GIFs. Adobe Flash campaigns are subject to publisher's approval of artwork and attract a 25% rate premium to the standard rate. Banners and Leaderboards are displayed in random rotation ROS.

Banner:	468px x 60px	£8 ex VAT per 1000
Leaderboard:	728px x 90px	£10 ex VAT per 1000
Homepage Badge:	135px x 180px	£10 ex VAT per 1000
Homepage Page Peel:	450px diagonal	P.O.A.

V-Flyer can also work with you on customised campaigns within editorial or specific toolbox branding.

To book a campaign with V-Flyer, please contact Levi Bailey at levi.bailey@webeditors.co.uk, 020 3327 3871.

Agency discount 10%

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