

VA & Discover L.A. Launch MEL-LAX route

DISCOVER Los Angeles has teamed up with Virgin Australia to celebrate the launch of VA's new flight between Melbourne and Los Angeles, the most popular and convenient gateway to North America.

Media and industry reps were invited to a press conference ahead of the inaugural flight from Melbourne Airport with Virgin Australia Airlines Group Executive John Thomas and Delta Air Lines Country Manager Australia and New Zealand, Clare Wheatley.

He discussed the importance of the new route, alongside Melbourne personality, Dannii Minogue, who frequently makes the trip from Melbourne to L.A.

Airline passengers, along with media and industry, were treated to a performance at the check-in



THE all-American marching band kicking off the festivities with the Virgin Australia cabin crew.

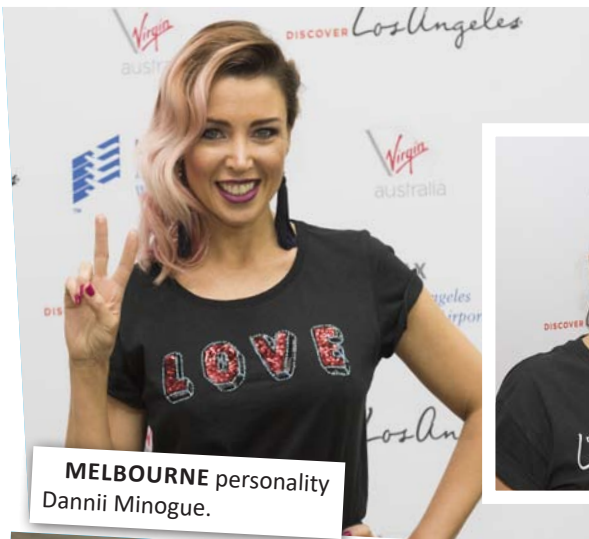
hall from an all-American themed marching band, flanked by Virgin Australia staff.

To get pax in the mood for their visit to the City of Angels, L.A.-inspired cupcakes and DFS LA Duty Free gift vouchers were provided.

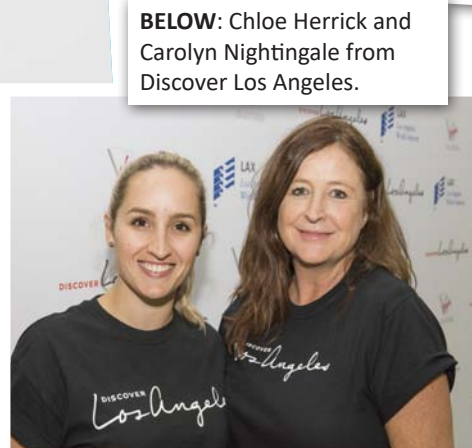
With L.A. having almost 300 sunny days a year, pax were also gifted some funky sunglasses.



VIRGIN cabin crew with Danni Minogue and Virgin Australia Airlines Group Executive John Thomas.



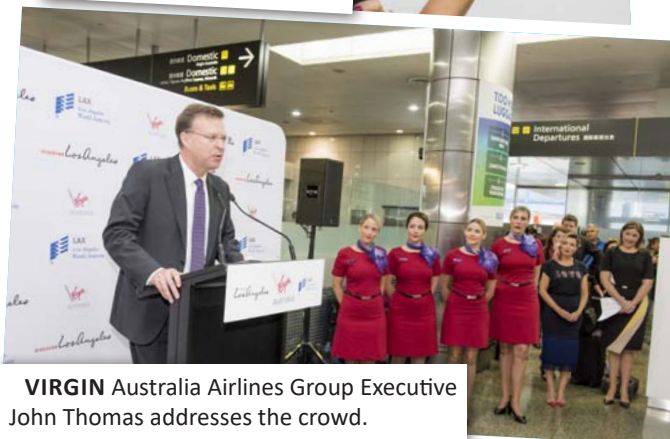
MELBOURNE personality Danni Minogue.



BELOW: Chloe Herrick and Carolyn Nightingale from Discover Los Angeles.



ABOVE: Group Executive, Public Affairs at Virgin Australia Danielle Keighery with Danni Minogue.



VIRGIN Australia Airlines Group Executive John Thomas addresses the crowd.



BELOW: Danni Minogue with the all-American marching band.