

Virgin America Seeks Service to Chicago O'Hare

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Airline to File for Access to One of the Top U.S. Travel Markets

Virgin America, the California-based airline that is reinventing air travel, today announced it will seek government approval to serve Chicago O'Hare International Airport (ORD). Chicago would be the eighth city in the airline's growing network of service to primary airports in major urban cities.

"Chicago is one of the nation's top travel markets, a world-class city and a perfect fit for our innovative, low-fare service," said Virgin America President and Chief Executive Officer David Cush. "We want to bring Chicago travelers a better choice, with attractive fares and brand new planes that offer a unique, upscale flying experience -- from leather seats to individual video touch-screens at every seatback."

Later this week, Virgin America plans to file an application with the Federal Aviation Administration (FAA) to serve ORD under the existing demand management rules at the airport. With legacy airlines representing 99 percent of the domestic departures at O'Hare, and low-cost airlines only representing 1 percent, Virgin America intends to add some healthy competition to the market.

"When more airlines compete, consumers win with lower fares and better service. We think that savvy Chicago travelers will find our high-value, low-fare service a breath of fresh air," Cush added. "The Mayor, airport and City have shown tremendous vision by investing in O'Hare's future, with long-term investments, such as the new runway coming online this fall that will expand and modernize one of the world's busiest travel hubs. We want to be part of O'Hare's future."

Virgin America hopes to fly from San Francisco International Airport (SFO) and Los Angeles International Airport (LAX) to ORD later this year.

Launched in August 2007, Virgin America is the best financed new airline in U.S. history and plans to expand to up to 30 new cities within its first five years. The San Francisco-based carrier offers guests low fares and a host of fun, inventive features aimed at making flying good again, including mood lighting, custom-designed leather seats and the most advanced in-flight entertainment system in the U.S. today. Virgin America's Red(TM) In-flight Entertainment is a seatback 9-inch video touch-screen that offers travelers over 25 on-demand movies, live TV, a food ordering system, the ability to create a play list from over 3,000 MP3s, videogames, interactive Google Maps and even a seat-to-seat chat feature.

Virgin America currently flies to seven cities with numerous daily flights from: San Francisco (SFO) to Los Angeles (LAX), SFO to New York (JFK), SFO to San Diego (SAN), SFO to Washington (IAD), SFO to Las Vegas (LAS), SFO to Seattle (SEA), LAX to JFK, LAX to IAD and LAX to SEA.

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