



WILDERNESS PRODUCT

NEWS & UPDATES

[Destination Management Company](#)

KENYA
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DESTINATION MANAGEMENT COMPANY (DMC) – GENERAL NEWS

AIRLINES

Kenya Airways & Virgin Atlantic codeshare agreement

Kenya Airways and Virgin Atlantic, both members of the SkyTeam alliance, have unveiled a strategic codeshare partnership.

- Virgin Atlantic will place its code on Kenya Airways' London flights, providing passengers with seamless access to Kenya Airways' extensive network of destinations in Africa and beyond.
 - Kenya Airways will place its code on Virgin Atlantic flights to Caribbean destinations, including the Bahamas, Barbados, and Grenada, opening travel opportunities for customers of both airlines.
 - Through the synergy of their respective strengths and networks, the goal is to enhance the travel experience for customers, providing them with expanded choices, enhanced convenience, and seamless connectivity to vital destinations worldwide.
 - In addition to enhanced connectivity, the codeshare agreement will offer enhanced reciprocal benefits to members of Kenya Airways' frequent flyer programme Asante Rewards, and Virgin Atlantic's frequent flyer programme, Flying Club.
 - Asante Rewards members will be able to accrue miles on Virgin Atlantic flights, while Flying Club members will enjoy the same privilege when travelling on Kenya Airways flights.
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