

AbilityNet airline website accessibility audit - Virgin Atlantic response

Virgin Atlantic is committed to providing the highest levels of customer service to *all* our passengers and recognise that we are currently letting down our disabled customers in this area. We'd like to take this opportunity to apologise to any of our customers who have experienced difficulties in accessing our website.

We generally have an excellent reputation for our provision of assistance to our visually impaired passengers, having won the EASE best airline award (for Ease of Access, Service and Employment) for the last four years running. We have a department dedicated to ensuring that we meet the needs of all our passengers and, unlike some other carriers, we don't pass on the costs of providing any additional services required to the passengers involved.

Unlike the "no frills" and short haul carriers, who rely on the internet for over 90% of their revenue, our website accounts for less than 10% of our bookings but we had nevertheless already recognised the need to improve its accessibility. We welcome the research carried out by AbilityNet and it has reconfirmed the findings of an independent usability audit commissioned by us earlier this year. We have set up a programme of changes to make the Virgin Atlantic website more accessible, the first of which will be implemented within the next few weeks.

In the meantime, we guarantee that any offers currently unique to the website will be available to our blind or partially sighted customers via the Special Assistance

Department, when they make their reservation over the phone.

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