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Virgin a leading frequent flyer

This article is based upon a report issued by IdeaWorks.

VIRGIN Blue's Velocity program is among the world's best when it comes to claiming redemptions but Qantas remains a middle-order batsman, according to a new survey.

US brand consultants IdeaWorks and loyalty software company ezRez made 6160 frequent flyer booking queries for two travellers on 22 frequent flyer program websites to see which programs came through for travellers. Working during February and March, they looked at travel on set dates from June to October on 10 long-haul routes and 10 city pairs under 4025km.

They found Virgin Blue's program ranked fourth with a 90 per cent success rate after leader Southwest Airlines of the US (99.3 per cent), Air Berlin (98.6 per cent) and Air Canada (93.6 per cent).

Qantas came in 10th with 72.9 per cent, behind Singapore Airlines (77.1 per cent) but ahead of United Airlines (68.6 per cent), Cathay Pacific (67.1 per cent) and British Airways (65 per cent).