

VIDEO – Sir Richard Branson flies to Edinburgh on the inaugural London – Edinburgh flight



In typical Branson style he had a message for British Airways with whom he has for so long fought a battle for domestic routes.

Sporting a bespoke Virgin Atlantic Harris Tweed kilt, Branson flashed a cheeky message to the competition Virgin Atlantic Little Red offers 26 daily flights between London Heathrow, Edinburgh, Manchester and Aberdeen

He was accompanied on the flight by a host of VIPs to celebrate the launch of Virgin Atlantic's Little Red domestic service in Edinburgh in authentic Scottish style. The Reporter spotted John Hannah, and spoke to a journalist brought all the way from Washington for the beginning of a domestic service which will feed into Virgin's international offering.

On arrival in Edinburgh, Richard and the glamorous Little Red cabin crew disembarked from the aircraft to the sound of bagpipes provided by pipers, Bill Loughridge and George Smart.

Branson and some members of the crew were wearing specially-commissioned Harris Tweed kilts, in Virgin Atlantic colours. Richard posed for photographers in front of the Little Red plane, and battled valiantly against the wind before lifting his kilt to reveal the message: "Stiff Competition" and a Little Red logo on his rear.



Mike Cantlay, Chairman of VisitScotland said:-“The launch of Virgin Atlantic Little Red is great news for Scotland. Getting visitors to our beautiful country has to be an easy, cost efficient, enjoyable process for the modern day traveller. These routes to Edinburgh and Aberdeen will make a real difference to Scottish tourism, especially as we prepare to welcome the world in 2014 with large scale events such as the Commonwealth Games, Ryder Cup and Homecoming.

“We applaud that Virgin Atlantic has ensured that international connectivity on to Little Red is an uncomplicated process whether arriving or departing from Heathrow, guaranteeing the imperative global link that connects Scotland to the world.”

For more information, visit the [Virgin Atlantic website](#).

