



HEADSPACE AND VIRGIN ATLANTIC AIDS PASSENGERS, PILOTS, CREW AND STAFF IN MANAGING JET LAG AND TRAVEL STRESS

News / Airlines

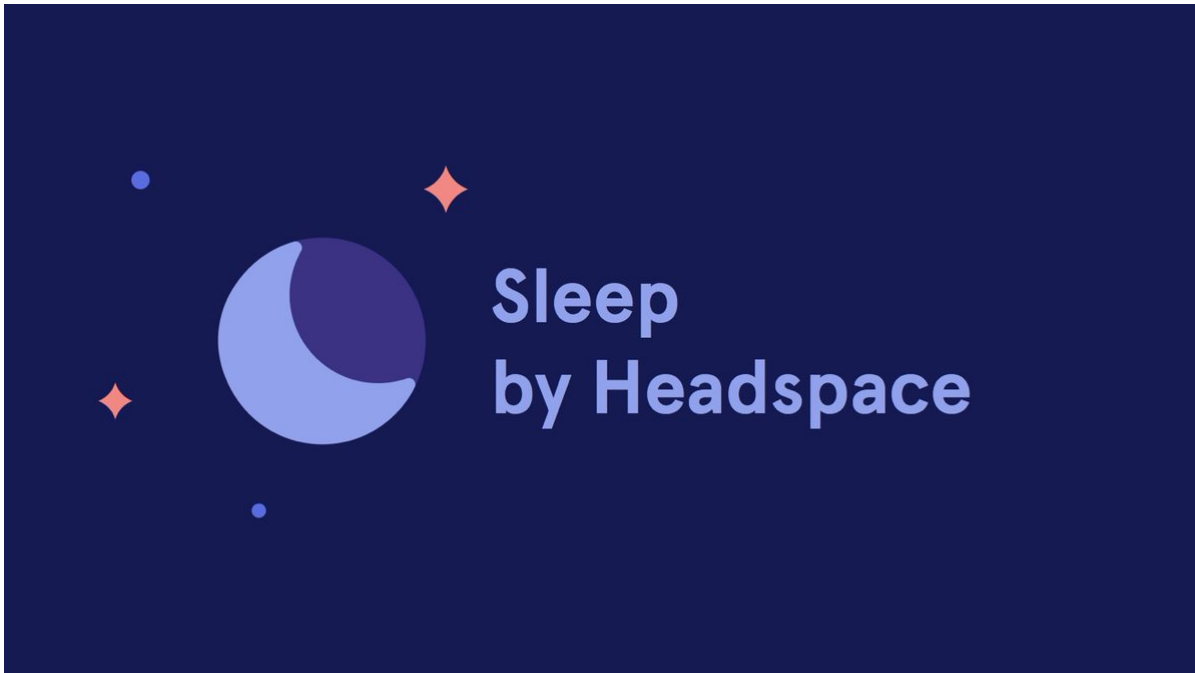


Travel, stress and jet lag... Sounds familiar? Doesn't matter if you are a passenger or crew member. This is something important and companies are still looking for best solutions in order to minimize the impact of these factors.

Headspace and Virgin Atlantic announced the launch of Sleep by Headspace offered on-board to the airline's passengers, pilots, crew and staff as they manage work, travel, stress and jet lag.

Sleep by Headspace launched worldwide in September 2018 and is specifically tailored to create the ideal conditions for a healthy, restful sleep. The Headspace Sleep team developed the new collection based on prototypes tested with real users, as well as a careful review of existing clinical research. The Sleepcasts are narrated by soothing, unique voices who guide the listener through each dreamy environment.

Headspace has been part of the Virgin Atlantic family since 2011, when the airline first launched guided meditation content as part of their inflight entertainment program, to help passengers manage travel-related stress while on-board. Now, Virgin Atlantic will also offer six of Headspace's most popular Sleepcasts, Sleep Sounds and Wind Downs to help passengers get some rest while in-flight.



To celebrate the availability of this new sleep content, Headspace and Virgin Atlantic have created co-branded [testimonial videos](#) featuring the airline's crew and pilots sharing their personal experiences of how they've experienced real-life benefits while on the job traveling overnight and through multiple time zones each week. The new video testimonial will be featured in-flight starting in July during the height of summer travel.

All of Virgin Atlantic's pilots and cabin crew have required crew rest during their flights. Many of our crew choose to partake in meditation, or sleepcasts, to help them get the most out of this time. According to a recent employee survey, of the Virgin Atlantic employees who participated in a Headspace for Work program, over eighty percent of employees meditate a few times per week, with more than fifty percent reporting that they felt happier, more focused and more productive after meditating with Headspace.

"We are thrilled to expand our partnership with Virgin Atlantic to address one of the most crucial roles in employee wellbeing and productivity: sleep," said Dan Kessler, VP of Global Business Development at Headspace. "We have already seen positive results such as an increase in focus and productivity by providing Headspace to the Virgin Atlantic pilots, crew and staff as they manage workplace stress and jet lag. We're excited to provide Sleep and other Headspace mindfulness content to passengers as they go through the heavy summer travel season."

"Virgin Atlantic is excited to continue our partnership with Headspace and lead the industry in mental health awareness efforts," said Rebecca Creer, Spas and Styling Manager-Customer. "We started using Headspace on-board our aircrafts over seven years ago as we recognized the need and importance of this type of content, but since then the world has gotten busier and noisier. Caring for our customers and staff is always priority, and thanks to Sleep by Headspace we can now provide yet another tool to make their flights easier and help our customers feel less anxious and get better sleep in a simple and effective way."

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