



## VIETNAM AIRLINES PARTNERS WITH MISS ENGLAND FOR THE 75TH MISS WORLD FESTIVAL IN VIETNAM



**8th July** - National flag carrier, [Vietnam Airlines](#), is delighted to announce its role as the official travel partner for reigning Miss England, Grace Richardson, as she travels nonstop from London Heathrow to Vietnam for the 75<sup>th</sup> Miss World Festival from 29 August to 5 September 2026. Grace will fly in style and comfort with one of Asia's leading international airlines, ensuring she will arrive refreshed and ready to represent England on one of the world's most prestigious stages.

The collaboration celebrates the strong affinity between the United Kingdom and Vietnam, reflecting Vietnam Airlines' role in strengthening international connectivity while promoting tourism and cultural exchange. Beyond transportation, the airline offers a first-hand experience of Vietnam's renowned hospitality, setting the tone for every passenger's journey from the moment they step on board.

Vietnam Airlines are proud to support Miss England, Grace Richardson, on her journey to the 75<sup>th</sup> Miss World Festival. As the national carrier, we are delighted to play a part in connecting the United Kingdom with Vietnam during this prestigious global event. We look forward to welcoming Grace on board and providing the warm hospitality and seamless service that reflect Vietnam Airlines' commitment to world-class travel experiences.

*"I am absolutely thrilled that Vietnam Airlines is supporting my journey to Miss World,"* said Grace Richardson. *"Travelling to Vietnam is a once-in-a-lifetime experience and knowing that I will be flying with Vietnam's national airline makes it even more special. Vietnam Airlines has an excellent*



*reputation for hospitality and customer service, and I can't wait to begin my Miss World adventure with them."*

Meanwhile, Miss England Director Angie Beasley shared, *"We are incredibly proud to welcome Vietnam Airlines as an official partner of Miss England. As the national carrier of our Miss World host nation, Vietnam Airlines is the perfect partner for Grace's journey to the competition. Their reputation for excellence, professionalism and hospitality reflects the values of Miss World, and we are delighted to have their support as Grace travels to represent England."*

The 75<sup>th</sup> Miss World Festival will bring together contestants, partners, and guests from more than 100 countries for a month-long celebration of culture, charity, talent and international friendship. With thousands of international visitors expected to attend, the festival is set to further strengthen Vietnam's position as one of Asia's most exciting destinations.

The destinations for the contestants have been announced, with Hải Phòng and Vũng Tàu set to welcome them for a programme of activities and cultural experiences. The festival will conclude in Nha Trang, which will host the final week of events, culminating in the highly anticipated Miss World Grand Final.

Recently voted an APEX five star-rated airline, Vietnam Airlines operate next-gen Boeing B787-9 Dreamliners, providing travelers a seamless journey with the UK's only nonstop flights from London Heathrow to both Hanoi and Ho Chi Minh City, as well as onward connections to a comprehensive domestic & international network throughout Vietnam, Southeast Asia & Australia.

Vietnam Airlines currently offers special offer return economy fares from London Heathrow to Hanoi from GBP 728 per person; and from London Heathrow to Ho Chi Minh city from GBP 723 per person. Fares are inclusive of taxes and surcharges and are valid for travel between 18 August and 6 December 2026, subject to availability. Terms and conditions apply. For further information and reservations visit [www.vietnamairlines.com](http://www.vietnamairlines.com).

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#### **About Vietnam Airlines**

Vietnam Airlines, a member of SkyTeam Alliance, is the flag carrier of Vietnam, connecting the world's most thriving destinations with nearly 100 routes to 22 domestic and 30 international destinations in 18 countries. Vietnam Airlines boasts one of the youngest and most modern fleets in Asia, highlighted by their Boeing 787-9 and -10 Dreamliners, Airbus A350-900 XWBs and Airbus A320, A321neos, offering impeccable level of comfort and service throughout every journey.

The carrier is recognised as one of the region's leading airlines thanks to its modern fleet and its commitment towards innovation, digitalisation and development — earning it international acclaim as validated by numerous prestigious awards including Top 25 World's Safest Airlines for 2025, Top 20 World's Best Airlines for 2025, World's Best Value Premium Economy, Top 20 World's Best Airline by Airline Ratings (2023); Global 5 Star



Airline 2023, Major 5 Star Airline 2024 by APEX; Skytrax's 4 Star Airline for four consecutive years; numerous awards by the World Travel Awards such as "World's Leading Airline – Premium Economy Class" and "World's Leading Cultural Airline" (2017, 2018), "Asia's Leading Airline – Economy Class" and "Asia's Leading Cultural Airline"; and "Asia Pacific Airline of the Year" by CAPA (2017). These achievements stand as a testament to the airline's quality across a range of products and services.

Vietnam Airlines also implements many sustainable development solutions. Not only raising awareness and encouraging innovation, the airline hopes to join hands with airlines around the world to shape the future of the global aviation industry, together reaching net-zero emissions by 2050.

Vietnam Airlines has spearheaded Vietnam's aviation market – one of the fastest-growing domestic markets in the world – throughout 30 years of development at a double-digit annual growth rate. Positioning itself as a modern carrier characterised by high quality services embedded with Vietnamese unique cultural identity, Vietnam Airlines aims to be designated as a 5-star, leading Asian airline.

#### **About Miss World**

The Miss World competition began in 1951 in the UK as a beauty pageant and quickly became an annual international event. It grew in popularity through the 20<sup>th</sup> century despite facing criticism and controversies, particularly from feminist groups. In the late 20<sup>th</sup> century, it expanded globally and introduced the "Beauty with a Purpose" initiative to focus on contestants' charity work. The modern era has seen efforts to rebrand Miss World as empowering for women, emphasizing personal achievements and social contributions over physical appearance. Today, Miss World is one of the most recognized beauty contests, promoting diverse representations of beauty and humanitarian causes.

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