

# CATHAY CONNECTS

Welcome to this edition of our bi-monthly newsletter with all the latest news and updates from around SWP and across the network.

This month we have news of the return of Barcelona to our European network, an in-depth look at the new Premium Economy coming on the B777, our first ever Cathay Brand Ambassador and updates on our Trade Sales activity across the team.

The CX Trade Team—Australia & New Zealand



## Introducing our new Premium Economy



Highlighted in our latest newsletter was the unveiling of our highly anticipated Aria suite, set to debut later in 2024 aboard our B777-300ER. Exciting enhancements are also in store for our Premium Economy cabins. More generous seating for added comfort and privacy. Savour the flavour of prosecco (and curated menus) while immersing yourself in our cutting edge 15.6-inch widescreen 4K display, complete with Bluetooth audio for an unparalleled inflight entertainment experience.

Explore the journey of design in creating these all-new cabins :

- [Australia](#)
- [New Zealand](#)

## The return of Barcelona



After 4 years, this month we are very happy to welcome the return of direct flights to Barcelona to the network, our 2<sup>nd</sup> online destination in Spain, to accompany Madrid.

The first service will depart Hong Kong on Monday 17<sup>th</sup> June and operate 3 flights per week, through until Saturday 26<sup>th</sup> October 2024. This service will be operated by our state-of-the-art Airbus A350-900, offering 3 cabins, Business, Premium Economy and Economy.

Beyond Barcelona and Madrid, we offer onward connections with our partner airlines, to over 25 destinations across the Iberian Peninsula.

# Twice the options for New Zealand



We are very happy to announce that the full schedule for our Seasonal Summer service for Christchurch, New Zealand is now in the GDS.

The first service will depart Christchurch on Saturday 14 December 2024 and will operate three times per week through until the end of February 2025. The afternoon departure allows from domestic transfers and the evening arrival in HK, connects seamlessly on to our flights to Europe, Johannesburg and North America, among others.

# Meet Siobhan Haughey - Olympian and first ever CX Brand Ambassador



Greatness is a lot of small things done well. For a world-class athlete like Siobhan Haughey — Cathay's very first brand ambassador — every drop of sweat, every tear, every cramp, every tiny moment, every catch, every pull—every move counts.

This is also the value Cathay upholds as a brand and what we put into practice every day. We take into consideration every little moment, every small detail, every minute effort. It's these little everyday things done well that leads to greatness.

To view the latest campaign video and learn more about Siobhan, click the link to the latest Cathay Stories [here](#).

For anyone wishing to head to Paris for the Olympic and Paralympic games in July/August, we operate a daily service to Paris (CDG), with our Boeing 777, offering 4 class, First, Business, Premium Economy and Economy.

# Destination Webinars-HKTB Hong Kong Series—Tues 18th June 12pm & 3pm



Join Toni Fan from HKTB to hear the latest travel news and a special update on Family Fun in Hong Kong.

This month Toni will be joined by Yulia from The Silveri Hong Kong, with some prizes to be won !!

**Register [here](#).**



# NSW, VIC, WA Famils



Over the past few months, our Sales Managers from NSW, VIC & WA have been busy hosting famil trips for some of our valued travel agents.

From Hong Kong to Shanghai to Delhi, our lucky agents have enjoyed amazing food, stunning sights, and unforgettable experiences.

If you want to join any of our upcoming famils, get in touch with your Trade Sales Manager to learn about our latest incentives. Who knows where your next adventure could take you!

## NSW Famil to Hong Kong



Lynne from our Sydney office had the pleasure of taking her agents on an action-packed trip to Hong Kong. They were hosted at the stunning Harbour Grand Hong Kong, overlooking Victoria Harbour. The journey continued at the New World Millennium in the vibrant Tsim Sha Tsui East district on Kowloon Island and concluded with a stay at the Disney Explorers Lodge.

Just a few of the highlights would be the walking tour through Hong Kong Central, hosted by HKTB to dinner at the two-star Michelin Tin Lung Heen at the Ritz Carlton and ending with the incredible Momentous light and firework show at Disneyland Hong Kong.

## VIC Famil to Hong Kong



Olivia from our Melbourne office recently enjoyed a few days with her agents in a rainy yet vibrant Hong Kong. They were generously hosted by the JW Marriott Hong Kong, Marriott Ocean Park, and Marriott SkyCity. Despite the wet weather, they packed their trip with exciting activities.

Their adventure included exploring the Ladies Market in Kowloon, enjoying thrills at Ocean Park theme park, and savouring local delicacies on a foodie tour.

No trip to Hong Kong is complete without a visit to Disneyland Hong Kong, where they had a magical day.

## VIC Famil to India



Kate from our Melbourne office, along with Abercrombie & Kent's Katrina Thirkell, co-hosted an incredible journey to India!

From the bustling streets of Old Delhi to the vibrant Pink City of Jaipur, and, of course, the breathtaking Taj Mahal at sunset, this trip was filled with special moments. It's safe to say this is a journey the agents will always remember.

## WA Famil to China



Lastly, Melanie from Perth had the pleasure of co-hosting with Wendy Wu's Emma on a fabulous journey to China.

Stopping at Beijing to see The Great Wall followed by the bullet train to the city of Xian to explore the famous Terracotta Warriors, moving on to Shanghai to enjoy the beautiful Yu Gardens and a visit to Jinmao Tower ending with a cruise down the Huangpu River to see the neon lights of Pudong.

## Get in touch

### Agency Website:

[Cathay Agents - Australia](#)

[Cathay Agents - New Zealand](#)

- Service Requests
- Fare sheets / Fare rules
- Reservation policies
- Request group & fare quotes
- Info about HKIA, ferry transfer to China

### Trade Support:

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