

# CATHAY CONNECTS

We are coming to the end of a significant chapter for our SWP Engineering team, as the last of our aircrafts parked at Alice Springs Airport will soon be departing and joining our growing fleet of aircraft.

The support received from both you and your travellers is a key factor to these achievements. Thank you for your continued business and partnership, and we look forward to welcoming a new phase in our history, together with you.

The CX Trade Team - Australia & New Zealand



## Our 2023 Annual Financial Results

We are proud to share that we made fantastic progress in 2023 in terms of rebuilding and investing.

We reported an **attributable profit of HK\$9.8 billion** in 2023;

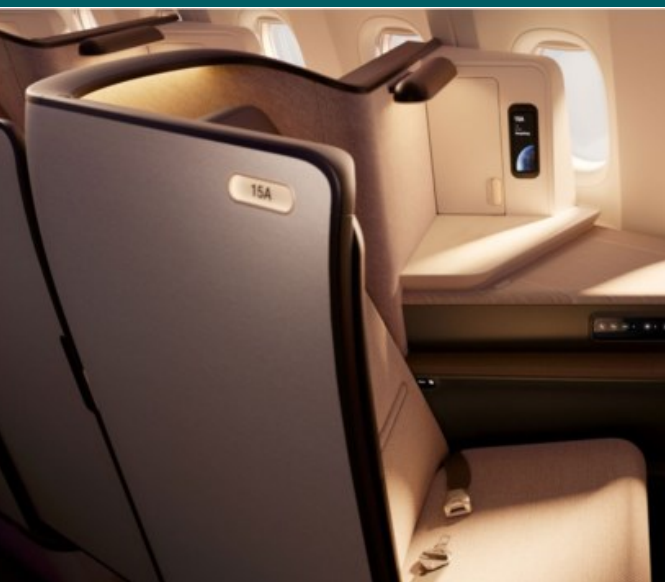
We **achieved our target of operating 70% of pre-pandemic passenger flights** which cover about 80 destinations;

We **expanded our Group workforce by around 3,000** people compared with the previous year, opened recruitment for cabin crew and cadet pilots in the Chinese Mainland for the first time, and our training activities have returned to pre-pandemic levels;

We announced an order of **32 additional Airbus A321neo and A320neo aircraft**, and secured the right to acquire **32 more aircraft**, complementing our existing order of **32 A321neos** to support our operation;

We prioritized our investments in enhancing the customer experience – we launched our **first off-airport lounge at the Shekou Cruise Home Port** in the Greater Bay Area; **elevated inflight dining** and **entertainment experience** and more.

## Discover our new Boeing 777-300ER Fleet



As part of our commitment to providing the best premium long-haul experience in the skies, we are excited to unveil the new Cathay Pacific Boeing 777-300ER cabins, designed with your traveller's in mind.

From the quiet luxury of our new Business class experience, the Aria Suite, to the enhanced privacy of our new Premium Economy, a refreshed Economy, every aspect of these cabins have been carefully considered to provide passengers with maximum comfort.

[Discover our new Boeing 777-300ER cabins](#), taking flight this year.

## Increasing Capacity to Xi'an & Qingdao, Mainland China



As Hong Kong's home carrier, we are committed to developing the connectivity between Hong Kong, the Chinese Mainland and the rest of the world. As such, we welcome the expansion of China's "Individual Visit Scheme" to include Xi'an and Qingdao, which will further strengthen Hong Kong's tourism sector and contribute to its continued growth and development. Subsequently we will be adding more capacity on our Xi'an and Qingdao routes from 31 March 2024.

For Xi'an, we will increase the frequency of flights from the current three return flights per week to five return flights, adding about 800 seats per week on the route.

We currently operate a daily flight to Qingdao, and now will deploy larger aircraft on the route, thereby increasing the number of seats by around 360 per week.

Australia is one of 54 qualified countries where passengers can take advantage of **144-hour visa-free transit** to visit designated cities and regions in Mainland China.



## Sydney Team and HKTB Co-host Chinese New Year Luncheon



Last month, our Sydney team collaborated with the Hong Kong Tourist Board to organize a delightful Chinese New Year Luncheon at the Royal Palace Seafood Restaurant, commemorating the auspicious Year of the Dragon.

Lynne and Ryan from our NSW team, alongside Anna, Lisa, and Toni from the Hong Kong Tourist Board, warmly welcomed a carefully selected group of VFR agents.

As soon as guests stepped into the Royal Palace Seafood Restaurant, they were enveloped in traditional Chinese decorations and greeted by the enticing aromas of freshly steamed dim sim and yum cha dishes. Naturally, everyone indulged in the iconic Chinese egg tarts, ensuring that no one left the luncheon with an empty stomach.

A heartfelt thank you to all who joined us in commemorating the Year of the Dragon!

## Elevated Inflight Menu with Duddell's



The essence of "Hong Kong flavours" has always been at the core of Cathay Pacific's culinary offerings as the flagship carrier based of Hong Kong.

We are delighted to announce our extended collaboration with Michelin-starred Hong Kong restaurant Duddell's ; to bring authentic Cantonese and regional Chinese dishes to customers, such as Crystal Pork Terrine with Black Vinegar, Sautéed Abalone and Chicken with Sichuan Pepper and Crispy Greens, and Tofu Pudding with Red Bean.

The new menu is available now for First and Business Class passengers on selected long-haul flights departing from Hong Kong.

To read the full press release please click [here](#).

## New **oneworld** Branded Lounge in Amsterdam Schiphol

A dedicated lounge experience awaits our customers with the opening of the brand-new **oneworld**-branded lounge in Amsterdam. This latest debut follows last month's unveiling of the alliance's lounge at Incheon International Airport, in Seoul.

The new 473 square-metre lounge is located in the non-Schengen departure zone after security and border control, between Pier D and Pier E. It features subtle nods to Amsterdam's iconic arched canal bridges and delivers a spacious and contemporary area for our customers to relax, refuel, and re-energise before their flight.

The lounge is open daily from 5.30am to 10pm, to eligible Cathay Diamond and Gold, and **oneworld** Emerald and Sapphire members; First and Business Class customers travelling with any **oneworld** member airlines; as well as Cathay Silver members travelling on Cathay Pacific flights.

## Name must be Booked as per Passport

Many airports are adopting digital verification processes for travel documents. This verification involves confirming that the name on the passenger's boarding pass precisely matches the name on their passport.

Please always use passenger's full name as shown in their passports for booking and ticketing. This includes middle names. In most instances a name correction on a 100% Cathay Pacific ticket is free of charge, on the basis of "same person".

Please refer to Cathay Agents for more information on name amendments.

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

# Aircraft Inspections in Melbourne and Sydney



Over the last two months our teams in Melbourne and Sydney have been busy engaging with our travel partners organising aircraft inspections of our A350 and B777 fleet.

Hands-on experience with our aircraft, even while on the ground, provides an effective method to acquaint yourself with our product and confidently promote it to your clients. .

There will be further opportunity for Sydney and Melbourne agents to participate in aircraft inspections over the coming months. Please reach out to your local Trade Sales Manager for more details.

## 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

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