



## Cathay Pacific Airways Origin & Destination (O&D) Booking Policy

*(effective September 1, 2023)*

### 1. Introduction

Cathay Pacific is committed to providing our passengers with a seamless and reliable booking experience. To ensure fair and ethical practices, we have set up the following policy to prohibit circumvention of inventory control, point of commencement manipulation, and other abusive booking practices. These practices compromise the integrity of the booking process, harm the financial health of our business, and most importantly lead to a poor passenger experience.

Cathay Pacific manages inventory on an origin and destination (O&D) basis, using point of commencement (POC) logic. Inventory that is available on a particular segment for one O&D may not be available for other O&Ds including the same segment. Cathay Pacific's booking policy prohibits the creation of reservations with the intent to circumvent inventory management controls (e.g., married segment logic or journey controls) and/or to obtain inventory for ticket sales which Cathay Pacific does not intend to offer for the passenger's actual O&D itinerary.

Example:

- O&D needed: SFO-HKG in Q Class
- O&D requested: DFW-BKK in Q class
- Sectors cancelled: DFWSFO & HKGBKK

### 2. Inventory Control Manipulation

Inventory control manipulation refers to actions taken to artificially create scarcity or availability of flight seats or services. This unethical practice undermines the fairness of booking processes and can result in higher prices for passengers. At Cathay Pacific, we strictly prohibit:

- **Married Segment Manipulation:** Any attempts to recreate the original O&D at a lower booking class using other O&Ds and the cancelation of sectors is a fraudulent way of by-passing our inventory management control
- **False Availability:** Any attempts to present false seat availability to induce urgency or manipulate prices.
- **Automated Scripts:** The use of automated scripts or bots to book multiple seats simultaneously, creating artificial demand.

### 3. Point of Commencement Manipulation

Point of commencement manipulation involves misleading practices related to the origin or destination of a flight. Such practices can mislead passengers and harm the efficiency of our operations. We prohibit:

- **Hidden Segments:** Booking itineraries with the intent to disembark at layover points and discard remaining flight segments.
- **Fare Manipulation:** Misrepresenting your intended point of commencement to obtain a lower fare, e.g. booking inbound segment before outbound segment.

#### 4. Abusive Booking Practices

Abusive booking practices encompass various actions that exploit pricing loopholes and harm the overall booking ecosystem. At Cathay Pacific, we do not tolerate:

- **Price Scraping:** Extracting fare data from our website for purposes other than personal booking.
- **Excessive Ticket Reselling:** Buying tickets with the intention of reselling them at a higher price, often at the expense of genuine travelers.
- **Duplicate Bookings:** Creating multiple bookings for the same passenger on the same flight, leading to overbooking and passenger inconvenience.

#### 5. Consequences of Violation

If an agency is found to have violated this policy, Cathay Pacific reserves the right to take appropriate actions, including but not limited to:

- **Cancellation:** Canceling the booking without refund.
- **Ban:** Imposing a temporary or permanent ban on booking with Cathay Pacific.
- **Legal Action:** Pursuing legal action in cases of severe violations.

Offense / Action	1 <sup>st</sup> Offense – less than 10 Tickets	1 <sup>st</sup> Offense – more than 10 Tickets	2 <sup>nd</sup> Offense	3 <sup>rd</sup> Offense
Action taken	Written warning plus:	Delink PCC, with USD/CAD 5,000 to relink	Delink ARC/BSP, with USD/CAD 10,000 to relink	Suspend access to CX preferred partner programs
Amount per ticket	USD/CAD 400 per ticket	USD/CAD 500 per ticket	USD/CAD 1,000 per ticket	USD/CAD 1,500 per ticket
Administrative fee	ADM fee USD/CAD 25	ADM fee USD/CAD 25	ADM fee USD/CAD 25	ADM fee USD/CAD 25

#### 6. Reporting Violations

Passengers and partners are encouraged to report any suspicious or potentially abusive booking practices to your Cathay Pacific Account Manager. Timely reporting helps us support a fair and transparent booking environment.



## **7. Conclusion**

At Cathay Pacific, we prioritize the comfort, convenience, and fairness of our passengers. This policy is designed to ensure that all passengers have equal access to our services and that the booking process remains transparent and reliable. We appreciate your cooperation in upholding these standards and communicating these policies to your staff and sub agent community, contributing to a positive travel experience for all.

Cathay Pacific reserves the right to amend or update this policy as needed. The latest version will be available on our agency website [cxagents.com](http://cxagents.com).

*Effective Date: September 1, 2023*