

# Sales Bulletin



To : Hong Kong & Macau BSP Agents  
Date : 08 June 2022

From : Sales & Distribution  
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To : Trade Partners

## Exclusive Student Offers



### Enjoy the perks of student life for booking Cathay Pacific Student Fares

Dear Valued Travel Partner,

One of the best parts about being a student is getting access to great deals. We are excited to offer exclusive benefits for your student travellers, including great shopping discounts and value-added services that will make their journey enjoyable.

#### **Offer #1 - Bonus miles at Cathay Pacific Shop**

Book our Student Fares and earn a **bonus of 500 Asia Miles with a purchase at the Cathay Pacific Shop upon spending of HKD1,000 (USD127) or more.**

Explore thousands of curated products from around the world at the Cathay Pacific Shop, including gadgets, home essentials, beauty products, food and wine, and our popular Cathay Pacific merchandise, among others.

All they have to do is sign in with their Marco Polo Club or Asia Miles account and apply the promo code with their purchase. The bonus miles will automatically be credited to their account, bringing them one step closer to their next reward!

**Flight ticket booking period (ticketing date)** : 08 June 2022 to 30 September 2022  
**Cathay Pacific Shop offer redemption period** : 08 June 2022 to 31 December 2022

The offer is available to customers who booked Cathay Pacific's Student Fares through a dedicated travel agent during the booking period.

| Cathay Pacific Shop offer promo codes |   |
|---------------------------------------|---|
| Travel agent booking                  | <b>studentagy500</b>  |
| Purchase link                         | <a href="https://lifestyle.asiamiles.com/?utm_source=cx-site&amp;utm_medium=affiliate&amp;utm_campaign=nar-student-ticket&amp;utm_code=na25af2204">https://lifestyle.asiamiles.com/?utm_source=cx-site&amp;utm_medium=affiliate&amp;utm_campaign=nar-student-ticket&amp;utm_code=na25af2204</a> |

*\*Terms and conditions apply, please refer to [sales kit](#) for more details.*

## Offer #2 – Exclusive offer at Plaza Premium Lounge

No matter if your travellers are embarking on their study abroad adventure from Hong Kong / Singapore / Taiwan or transiting through Hong Kong, relax and unwind before their flight at the award-winning Plaza Premium Lounge.<sup>^</sup>

Book our Students Fares and **enjoy up to 35% off at Plaza Premium Lounge in Hong Kong with our special promo code**. Simply select the preferred lounge and duration of stay, apply the promo code and book your visit at least one hour in advance<sup>+</sup> on the dedicated page (please refer to the link below).

<sup>+</sup>Shower service is not included in lounge service price and needed to be purchased separately  
<sup>^</sup>A valid student/university ID and Cathay Pacific's boarding pass must be presented at the time of lounge entry; otherwise, Plaza Premium Lounge reserves the right to deny entry or collect the prevailing entrance fee difference

**Flight ticket booking period (ticketing date)** : 08 June 2022 to 30 September 2022  
**Plaza Premium Lounge offer redemption period** : 08 June 2022 to 31 December 2022

The offer is available to customers who booked Cathay Pacific's Student Fares through a dedicated travel agent during the booking period.

Please visit [Plaza Premium Lounge travel updates](#) for the latest lounge opening hours and location.

| Plaza Premium Lounge offer promo code and dedicated booking link |   |
|--|---|
| Travel agent booking   | <b>CXSTU</b>  |
| Student agency booking link                                      | <a href="https://www.plazapremiumlounge.com/en-uk/discover/partner-offers/exclusive-offer-cathay-pacific?utm_source=CX&amp;utm_campaign=SA&amp;utm_medium=referral">https://www.plazapremiumlounge.com/en-uk/discover/partner-offers/exclusive-offer-cathay-pacific?utm_source=CX&amp;utm_campaign=SA&amp;utm_medium=referral</a> |

*\*Terms and conditions apply, please refer to [sales kit](#) for more details.*

For enquiries, please do not hesitate to contact [Agency\\_sales@cathaypacific.com](mailto:Agency_sales@cathaypacific.com) by email.

Thank you for your continued business and partnership, and we wish to welcome you and your travellers on board soon.

Yours Sincerely,

**Trade Sales Team**

**Cathay Pacific**