A combination of factors – including special events such as the World Cup and the Shanghai Expo – has been boosting passenger business in the build-up to the summer travel peak. A record combined weekly load factor since the integration with Dragonair – 89% – was recorded in the week ending 3 July, and loads could get even higher in the middle of the month.

“Overall demand is very strong, which has given us the opportunity to drive up the yield curve through more aggressive revenue management,” says General Manager Revenue Tom Owen. “Our worldwide teams have also been busy pushing up our fares from the lows of last year.”

July and August will be extremely busy months, “but the outlook is less clear after that,” says Tom.

“Although we are planning ahead for continued strong demand, there is still too much economic uncertainty to definitively say that we’re enjoying a sustainable recovery, so we must make the most of our time in the sun and stay vigilant to spot any future changes.”

Business at Dragonair has never been more robust and the airline has been setting revenue and load factor records, driven mainly by demand from China but with good support from across the network.

“The Expo has certainly helped, but it’s not just the Mainland trunk routes – loads to and from most secondary cities are also much stronger,” says Tom.

Cathay Pacific has enhanced a number of services for the summer, including more flights to Bali, Sydney, Sapporo, Paris and Taipei. The Milan route has exceeded expectations since its late-March launch and loads are already promising for flights to Moscow, which begin on 13 July.

Continued on page 10
New era of inflight connectivity beckons

Cathay Pacific is set to become one of the world leaders in inflight connectivity when it launches a new broadband solution across its entire fleet in early 2012, subject to regulatory approval.

The airline is the first in Asia to announce its intention to deploy Panasonic Avionics’ Global Communications Suite broadband connectivity solution – and the first in the world to provide the facility on all its aircraft.

The broadband solution will also be available on the Dragonair fleet.

“Being connected is now an expected part of everyday life and the partnership with Panasonic will provide a system that will allow passengers to be as ‘in touch’ as they wish while they fly,” says Head of Product Alex McGowan.

The Panasonic Avionics connectivity solution will comprise the eXConnect broadband service and eXPhone GSM phone service, together with a CX-branded entertainment portal.

eXConnect will provide two-way broadband connectivity supporting a wide range of passenger and crew applications, while eXPhone, offered in collaboration with AeroMobile’s GSM mobile phone technology, will allow passengers to use their mobile phones, smart phones and BlackBerry devices to make voice calls, send text messages or utilise data services, and also stream data wirelessly to various Apple devices.

This system will give the airline full control over the services offered and allow it to restrict certain services when appropriate.

“We’re particularly excited about the unique branded entertainment portal,” says Alex.

This will be provided free to everyone through personal devices or via seatback screens and will include entertainment and information updated in real time throughout the flight, and also offer free access to the CX and KA websites.

“This is huge – people will be able to plan their next trip and manage their bookings while they’re flying, and we’ve already begun the search for more content partners.”

Trials for uniform change begin

700 frontline staff to offer views on fit and fabrics

Even the not-so-eagle-eyed among passengers will notice something different about a number of Cathay Pacific’s frontline staff this month.

From 12 July, around 700 colleagues from different customer-facing departments – including cabin crew, airport staff in Hong Kong and outposts, reservations staff and Cargo – are taking part in a wearer trial for the new uniform that will be introduced in the first half of 2011.

The cost of the uniform revamp is tied in with the uniform replacement cycle, and the money the airline is spending on the project is much the same as what it would have spent on regular replacements.

Work on the uniform project began in early 2008 with Eddie Lau – the man who designed the existing uniform – tasked to come up with the fresh look.

The end result is a natural progression of the current uniform that employs a number of new elements whilst remaining identifiable as CX.

The new design retains a number of signature features – standing collars, the red colour for Flight Attendants (albeit with a subtle difference in shade) and the use of the brushed – previously decided on by user focus groups. The aim was to ensure continuity between the old and new designs.

Among the major changes in the appearance for women are the black colour and new cut for Inflight Service Managers/Managers on Duty, a new burgundy jacket and champagne colour for Senior Pursers/Supervisors, a cropped rose red jacket and black skirt for Flight Pursers/Service Leaders and a more tailored uniform for Flight Attendants/ Customer Service Officers.

The key change in the uniform for men is a switch from purple to grey for the jackets, with variations on jacket lapels, waistcoats and ties according to their position.

Uniform Project Manager Mandy Wu says that staff were engaged throughout the development process, and Marco Polo Club members were also asked to give input through focus groups.

“The survey we ran among frontline staff two years ago told us that fabric quality was one of the biggest concerns with the current uniform so we have done a lot to address this in the redesign,” says Mandy.

“There is more give and comfort in the new fabrics and we’ve been careful to ensure they work well in both hot and cold weather.”

A lot of attention has also gone into the fit, with the results of body scans conducted last year helping to determine a new “CX body shape”.

The wearer trial will last for six weeks, with two-thirds of those taking part drawn from the cabin crew ranks.

“Feedback from the wearer trials will be very important to us and all participants will be asked to complete an online survey,” says Mandy.

“Based on the feedback we receive we can make any tweaks as necessary before the full rollout begins next year.”

Performance Index

On-time performance

Traffic/capacity (CX + KA)*

| | Within 15 mins of industry standard | 84.1% |
| | on-the-dot CX standard | 56.5% |

**2010: 85.4% | 2011: 84.5%**

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*Figures for June 2010

Tony Tyler, Chief Executive

We’re moving into the summer peak for passenger travel and things are looking very good.

We’re enjoying high load factors, yields are up, and almost every route on the network is recording healthy growth. On the cargo side, the surge that began late last year is continuing.

All this is very welcome, especially after the long difficult period we’ve recently been through. It’s important that we make the most of it: the phrase “Make hay while the sun shines” comes to mind!

Experience has taught us that the good times won’t last forever, and indeed, some commentators are already saying another second-dip crisis is heading our way.

The argument goes that despite the apparent health of the Asian economies, the recessionary forces that dragged us down in 2008-2009 are bubbling just beneath the surface. There is no doubt that Europe is struggling, and we can see weakness in some key markets there. Opinion is divided on how strong the US recovery really is – but unemployment remains stubbornly high. Some experts are even warning about the prospects for the Chinese economy, although we are currently seeing a strong performance of our mainland routes.

The reality is that there is a great deal of uncertainty about what will happen to the world economy in the coming months. In these circumstances we will of course do all we can to maximise our revenues while times are good. But we will also give a lot of attention to managing our costs, so that we can remain a strong business when the next downturn hits – whenever that may be. We recently set up a rigorous cost management process to look at the cost structure of the company into the future to ensure we can still do what we need to do without letting costs spiral upwards. This is crucial if we’re to retain our competitiveness and sustainability.

For now, let’s enjoy the upswing in business, even though for some of our staff it translates to a bigger workload. My sincere thanks go to all those who’ll be looking after all our customers and keeping the operation running smoothly.
Inflight sales sitting pretty with record growth

Inflight sales has been on a high lately, recording hefty sales growth for the months of April and May.

April inflight sales revenue recorded a year-on-year growth of 35.5%, breaking the previous record set in December 2009. In May, the year-on-year growth was more than 30%.

For the third quarter, from July-September, 102 new items have been added to the inflight sales menu as well as the Home Delivery Service.

On 28 June, crew packed into an Inflight Sales Carnival in Hong Kong to get a firsthand look at the new products.

“Of the 102 new items, 15 are in the skincare and 13 are in the fragrance category, including the UK brand Jo Malone which we have wanted to offer for a while,” says Inflight Sales Manager Jasmine Hui. Electronic items and gadgets are also experiencing a boom with 60% revenue growth in the first half of 2010 compared to the same period in 2009.

“At the same time we also increased the number of electronic items and gadgets by 60%,” Jasmine says.

The Home Delivery Service, which was officially launched earlier this year, has also seen high growth of 140% quarter-on-quarter, from what is admittedly a small base.

“About 30% of the sales are from the website at the moment and we would like to see that increase,” Jasmine says.
Nostalgic moment as Philip bids farewell to Cathay Pacific

A farewell dinner hosted by Chief Executive Tony Tyler was held for Deputy Chairman Philip Chen on 17 June. Philip ended his association with CX when he left the Swire group at the end of June after 33 years.

More than 130 staff from CX, KA and other subsidiaries joined the dinner, during which a slideshow of photos showing Philip’s time at the airline was projected onto the screen.

CDO John Slosar, Director Corporate Development Ian Shiu, General Manager Cargo Sales & Marketing James Woodrow and Regional Manager Cargo Europe Ray Jewell on the customer viewpoint.

Manager Cargo Projects Peter Lee provided an update on the CX cargo terminal in Hong Kong while guest speaker Vice President Exports International Jonathan Song provided insights into what the customer thinks.

Moving forward, Rupert said the focus is on finding ways to utilise the fleet as effectively and efficiently as possible.

“Capacity is a critical concern for our major clients and we have reactivated aircraft and put in additional services during the peak to deploy as much of it as we can,” he said.

Decision support tools are also being introduced and the Cargo Department has two projects going in that area.

“The first is to commission a new freighter load control system by January 2011. “This tool anticipates the arrival of the 747-8F freighters but will handle load control for the rest of the fleet too,” Rupert said.

The cargo revenue management system will help the teams to better manage inventory on both passenger and freighter aircraft as well as automating many of the routine functions that are currently done manually.

“This will free up time for more analysis and for the management and adjustment of the decision-making parameters that are built into the system,” Rupert said.

Moving forward, Rupert said the strategy for both Cathay Pacific and Dragonair was emphasised at the 2010 Global CX/KA Cargo Conference held in Taipei on 23-24 June.

CFO John Slosar delivered a “State of the Nation” address before Director Sales & Marketing James Barrington gave a presentation on commercial priorities.

He said many lessons could be learned from the tough financial conditions of 2009.

“Among these is the fact our front-end business is vulnerable, the impact fuel prices will continue to have on our bottom line, and the Cathay Pacific network strength as our core competitive advantage,” James said.

“The airline industry is such a fiercely competitive business that we have to constantly review our operation and decide strategically what we should keep doing, what we should stop doing, what we should start doing, and what we should be doing better,” he added.

The delegates were reminded of the vast opportunities still available in the mainline.

“We should regard the Pearl River Delta as our home market because of its close proximity and the immense business potential the area offers,” James said.

General Manager Marketing & Product James Griss later delivered a presentation on marketing strategy, while updates were provided on the sales and distribution picture and the Passenger Services Systems project.

Workshops gave delegates further insights into corporate sales, loyalty, online marketing and social media.

Guest speaker Lee Hunter, YouTube Marketing Manager for Europe, Middle East and Africa, delivered a presentation on online innovation, while Hong Kong Bureau Chief for the Economist Thomas Easton talked about innovation in Business.

Fun and games at gala dinner

The Marketing & Sales Conference finished with a bang at a rousing gala dinner at the Grand Hyatt Taipei.

Director Sales & Marketing James Barrington and Director Cargo Rupert Hogg presented trophies to 15 teams, including Best New Route Launch, won by CX Milan, and Best Use of People & Service Campaign which went to London.

The team also bid a fond farewell to James with a video featuring photos of his time in Marketing and messages from different teams.

Finishing off the evening were colourful performances from the 10 regional teams with most deciding to showcase the flavour of their country. The Southeast Asia team won first prize with an innovative skit based on the Star Wars movies.
Elena Price, Assistant Manager Language & Communication Development

What is the main part of your job?
I'm in charge of a team of English and Patonghua language trainers. We provide service language training to cabin crew and airport ground staff, facilitate communication skills workshops for all Cathay Pacific and Dragonair staff, and conduct ICAO English Language proficiency assessments for Cathay Pacific, Dragonair and Air Hong Kong pilots.

What is your training and background?
I worked for British Airways as the Airport Manager in Moscow and participated in the startup of a few stations, such as Almaty in Kazakhstan and Tbilisi in Georgia. This job allows me to combine my degree in English language with my experience of working for an airline. My career as a teacher in both the UK and Hong Kong has been instrumental in my current position at Cathay Pacific.

What do you like best about your job?
The variety and possibilities. It requires a wide range of skills, and there are always new and interesting opportunities to explore. It also gives me an insight into the work of so many different teams and individuals which I find highly valuable.

What is the most challenging part and how do you tackle it?
The biggest challenge is to find time to implement new ideas and approaches while ensuring continuous support for the existing programmes. It's often a very difficult balance to achieve.

What makes it possible is the team of highly professional and enthusiastic people that I have the greatest pleasure working with.

WHAT I DO

E-freight a step closer
Project team ready to roll out e-AWB in Hong Kong, outports

The roadmap and timeline for launching 100% electronic airway bills (e-AWB) was unveiled during a briefing to 250 freight partners and staff on 25 May. e-AWB will be introduced in the Hong Kong market on 1 January and in outports from 2011 onwards. The project is a necessity to help reach IATA’s larger goal of e-freight worldwide which will provide enormous cost and efficiency benefits for airfreight industry players.

The CX working team for e-AWB was formed earlier this year and is led by Manager Cargo Projects Aaron Chan.

“We will prepare staff and stakeholders with training and trial runs. From July, training will be conducted for forwarders and Hong Kong-based staff,” he says.

“There will be a gradual trial run with forwarders in Hong Kong and in outport offices for 78 CX/KA destinations from mid-July before a pilot run from mid-September,” Aaron adds.

“The full rollout of e-AWB to all 78 CX/KA outports will be conducted in 2011-2012. Customs, national carriers and local freight forwarders in different countries will play an important role in determining when e-AWB will be adopted,” Aaron says.

“We will choose the CX/KA outports where the local environment allows early adoption to introduce e-AWB there first,” he adds.

During the May briefing, 10 cargo partners signed an MOU with CX/KA to adopt 100% e-AWB. These include DHL Global Forwarding (HK), Schenker International (HK) and Hellmann Worldwide Logistics.

New 777-300ER joins the fleet
Cathay Pacific’s fleet of Boeing 777-300ER aircraft is now 18 strong following the arrival of B-KPR late last month.

“Kilo Papa Romeo” was handed over to the airline at Boeing’s massive Everett facility on 26 June. A number of guests joined the latest delivery trip including academics and media representatives from Hong Kong, a group of environmentalists, a large contingent of top-tier Marco Polo Club members and top North American travel agents.

Leading the CX contingent was Chief Operating Officer John Slosar, who joined Boeing’s Vice President, BCA Sales Marlin Dailey to speak at the delivery dinner – held once again at the impressive Museum of Flight.

John and Boeing Vice President and General Manager Airplane Programs Pat Shanahan, along with his son Jack, cut the ribbon to mark the official handover of the aircraft before the flight out of Everett.

Captain Paul Evans skippered the flight back to Hong Kong with Inflight Service Manager Sally Manalo leading the cabin crew.

CX Holidays highlights range of specialised products

The diverse range of Cathay Holidays products now on offer was highlighted at a media event on 6 July.

Three special guests – actress Louisa So, culinary guru Chua Lam and wine expert Roy Moorfield – were on hand to talk about various aspects of the unique CHL offering.

The theme was “Discover the Different” and Louisa talked about her experience visiting Cathay Pacific’s latest destination, Moscow.

Video highlights of her Moscow moments can be viewed at www.cxholidays.com/promotions

Chua Lam shared his insights hosting CHL’s special guided culinary tours while Roy talked about what participants can expect on the latest wine tour taking place in Bordeaux in September.

“Our aim was to highlight the wide range of special experiences offered by Cathay Holidays, from premium hotels and private guided tours to tailor-made holiday packages,” says CHL Managing Director Vincent Li.

In addition, the team explained how its online channels have become a key part of its business development strategy, promoting the CHL website and Facebook page.

The event was also used to announce a new partnership with the American Express/Cathay Pacific co-branded card, which now offers three Asia Miles for every HK$8 spent on Cathay Holidays products.

PRODUCT BRIEF: Guest speakers Ray Moorfield, Louisa So and Chua Lam (front) with Cathay Holidays managers and board members.
Letters to the Editor

Back to normal?

Passengers do appreciate the key to survival for premium airlines during tough times like 2008 and 2009 is to sacrifice some of their previously enjoyed services. Since there are signs showing recovery is on track, will there be any plans for the resumption of some inflight services, such as amenity kits in Economy Class, hot meals on some short-haul routes or hot breakfasts in the near future?

Passengers are also looking forward to experiencing new seats on regional routes as the current seats have been serving the airline for over a decade. Are there plans to refurbish the seats on regional routes?

Name withheld
Alex McGowan, Head of Product, replies: 2009 was indeed a tough year. Unlike many airlines we did not “slash and burn” our product. Instead, we tried to better match the money we spent with the value we created for our passengers.

Food choice lacking

I am wondering when the current arrangement is up for renewal at The Gallery at Cathay City, and will staff have any input into what is selected?

I would like to see a wider range of offerings, ranging from fresh salads, to a fast food place like Burger King, and maybe even a Subway sandwich shop.

It seems that if we also want to get any kind of quick meal, our only choice is the coffee counter, especially if it is a non-peak meal time.

Name withheld
Jerry Tam, Building & Facilities Manager, replies: The catering operator always welcomes feedback from customers, and the on-site manager and team members can be approached at any time during operating hours. There is also a drop box for written suggestions. They are also happy to work on a creative solution to accommodate both peak and non-peak demand.

Date both peak and non-peak.

Dinner date

We were scheduled to have a Senior Purser dinner last year but it was cancelled due to the economic downturn.

Will the company consider rescheduling it as all the other crew had their party except us.

The gathering is very important as it provides an opportunity to meet with fellow SPs, make new friends and have fun together.

Kevin Ip, Cabin Crew Line Manager – FSM/SP, replies: I am very pleased to tell you the Senior Purser dinner is being planned for 8 October.

All Senior Purser are invited to come along and enjoy an evening of fun. Full details on the evening’s venue and programme will be available soon on the Cabin Crew Team Site and in the Cabin Crew Newsletter.

Travel on site

What are the chances of a stand-alone staff travel minisite being set up?

The site could allow family and travel partners to access load information and travel listings without having access to the entire IntraCX website.

This might be especially relevant once it becomes mandatory to list for all flights and e-tickets are the norm.

It could also be available on mobile devices which would allow travellers to access the site while waiting at the airport.

Name withheld
Bob Nipperess, Employee Services Manager, replies: Thanks for the suggestion. Any website development requires management and ongoing support for logs-ins and passwords, which might make the setting up of such a facility a complex matter.

That said, I will ask the development team to review the suggestion and, if we can do so, we will progress the matter.

Firecracker clarification

Further to my comments in response to the letter (Family Discount?) which appeared in the June 2010 issue of CX World, I have been asked to clarify the following points in respect to Firecracker fares:

• Currently, aligned fares are offered through our distribution network in the Hong Kong market. This means fares offered through travel agents, online and direct through our reservations centres have the same recommended selling price.

• As a staff benefit, Firecracker fares offered to employees are priced slightly lower that the fares described above.

I apologise to readers if my earlier reply did not make these points clearly.

Bob Nipperess, Employee Services Manager

A passenger on CX829 from Toronto to Hong Kong on 11 June praised Inflight Service Manager Ana Cruz and the crew for their help.

“This was my first time flying with Cathay Pacific and the flight crew under Inflight Service Manager Ana Cruz were consummate professionals. I have an allergy to red wine, red wine vinegar and balsamic vinegar that was not reported by my travel department. Ana and her team made every effort possible to ensure anything I ate would be safe. They also sent a message to the crew of my next flight four hours later to let them know about my allergy.

Ana also packed me some snacks for my next flight just in case they weren’t able to assist me. I was very touched by this and felt very much at home.”

Ana, pictured right, would also like to acknowledge the hard work of Flight Purser Judy Shih and her team who took care of the Economy Class passengers on that flight.

“Judy and her team looked after all the passengers with genuine Service Straight From the Heart on all sectors,” Ana says.

“Sending the ACARS message to Hong Kong and organising the ‘care package’ were the final touches to the effort Judy put in throughout the flight,” she adds.

A couple praised Assitant Ticketing Sales Manager Ledia Kwok for helping them when CX255 from Hong Kong to London on 17 April was cancelled due to the Iceland volcanic erup-

“In light of the problems surrounding the Icelandic volcano, CX255 on 17 April was cancelled. It was not until a week later we were able to fly back home. I wish to express my gratitude and heartfelt thanks for the way Ledia arranged a flight for my wife and I to the United Kingdom. I can certainly appreciate the stress you were put under whilst endeavouring to arrange flights for not only my wife and I but also for the 20 other people waiting to get back to the UK. I have not met many people in my life that have shown such tenacity and professionalism as you did when trying to locate the large number of available seats required to get us all home. Thank you so much for not giving up until everyone got on a plane.”
Money back just a mouse click away in lucky draw

CEO James Tong says the promotion was created to reward customers in Dragonair’s home city of Hong Kong. “Through the years Dragonair has received continued support from residents and this lucky draw is one way of showing our strong commitment to the city,” he says. Passengers onboard on 26 July, the 25th anniversary of Dragonair’s inaugural flight, will receive a sweet treat with Häagen-Dazs ice-cream bars being served on long- and medium-haul sectors. Cookies with a specially designed package will be served on selected short-haul routes (pictured left).

Ka People

Good sport! Expect Manager Operational Services John Chan to be a tired man this month after spending the last few weeks indulging his love of soccer by watching his favourite teams battle it out in South Africa. “I’ve supported the Netherlands for the past 30 years and I hope they can get their first World Cup title this year,” he says.

John is an all-round sportsman, helping to organise the soccer, basketball, volleyball and bowling teams at Dragonair. He says the main advantage of joining a company sports team is social. “You meet in an informal setting and get to know one another outside of work. We all know the Chinese way of doing things is to know the right people and this is one way of meeting more people in the company,” he says.

While the KA teams seldom take part in open tournaments, they have performed well when playing in smaller competitions organised by the airport community or in the CX-organised inter-departmental soccer and basketball annual tournaments. “We also go to outports, especially China, to play friendly games against teams from business partners,” John says.

Golden giveaway from inflight sales

A gold model aircraft is up for grabs for three lucky passengers buying items from 26 July to September, to help celebrate Dragonair’s 25th anniversary. Special giveaways have been organised to mark the occasion together with an expansion in the number of inflight sales items and home delivery service items.

A lucky draw is being held from July-September with passengers spending HK$500 on inflight sales receiving a card to enter. One winner is being chosen every month to receive a Dragonair A330 model gold aircraft valued at HK$35,000.

Passengers have also seen a massive boost in the number of inflight sales items with 65 new products being added, including a Carat Rhombus Flanders Pendant, an Vivaldi jewellery set and a Aigner “Portobello” ladies watch.

On 26 July, the day of the first Dragonair flight 25 years ago, every passenger making an inflight sales purchase will receive a sample of Calvin Klein fragrance. The Home Delivery Service which was launched earlier this year has also expanded to include more home accessory items. “We are also introducing healthy rice and sake from Japan,” says Manager – Inflight Sales and Amenities Irene Chan. “There are also home products such as loungers, air purifiers and coffee and tea sets which match the theme of home delivery,” she adds.

To celebrate the World Cup, football fans also have a chance to purchase t-shirts with the signatures of renowned players such as Brazilian Kaka and Spain’s Fernando Torres.

New Arrival

Dragonair’s newest A320 arrived in Hong Kong from Toulouse on 2 July, the 30th aircraft to join the KA fleet. Captain Ben Stockert (below) got a chance to stand in the empty interior as, for the first time, the seats were installed by HAECO after it arrived in Hong Kong. B-HSP’s first flight was on 7 July to Shanghai. A second A320 left for Hong Kong from Toulouse two days later.

Staf Travel Highlights

Check here for all the best travel deals! cxholidays.com
The usefulness of cups, cutlery and other plastic items does not end once they are discarded. Recycling has become a big deal at Cathay Pacific, with careful attention paid to removing as many inflight items as possible from every flight that arrives in Hong Kong.

Thousands of plastic cups and cutlery, water bottles, drink cans, newspapers and magazines are taken from aircraft for recycling, and even food waste is put to good use.

A recycling system for inflight aluminum cans and water bottles was implemented in 2008 and the airline began recycling plastic cups the following year.

The pictures on this page show what happens to the plastic cups and cutlery carefully collected by cabin crew during the flight.

In 2009 alone, 32,820kg of aluminum cans, 39,537kg of plastic bottles and 20,250kg of plastic cups were recycled.

Magazines and newspapers are also collected and stored by CPCs for recycling.

Since 1999, with the help of CPCs, 762 tonnes of food waste has been converted into animal feed.

Efforts to reduce inflight meal wastage include better catering flexibility and control through improved forecasting, and examining ways to reduce leftover food through a joint effort involving passenger focus groups and cabin crew feedback surveys.

Future plans include the recycling of glass bottles if a suitable Hong Kong-based recycler can be found. The airline is also actively sourcing and trialling sustainable alternatives for the plastic packaging used for inflight magazines and headphones, food packaging and other related items.

During the flight, the cabin crew help sort and separate aluminum cans, plastic bottles and plastic cups from other waste and place them inside the trolleys. A recycling sticker is placed on the trolleys for easy identification.

The plastic is stretched out into long strings.

The strings are then cut and diced into either small dark pellets or white crystals ready for re-shaping into other plastic items.

All plastic items are broken down into pieces crushed. The crushed pieces are melted and colours are added.

The pellets are packed into bags ready for selling to companies that use recycled plastic in their products such as toy manufacturers.
borne to life

Charity sale helps Tung Chung families

Cathay Pacific staff showed their generous spirit by donating electronic and household items for a charity sale held on 13 June.

Almost HK$4,000 was raised when the 260 home appliances, electronic equipment and educational toys were resold to underprivileged families at a morning sale organised by the Neighbourhood Advice-Action Council.

NAAC District Service Director Sonia Pang says: “The families are facing a difficult financial situation and the programme helps them to purchase basic necessities at very low prices.”

This is the third year for the charity sale to be organised and there are plans to make it an annual event. The money raised from the sale is donated to the NAAC to go towards the organisation’s operating expenses.

Plastic items are further sorted into green bins to be picked up by the recycling company – the Good Leader Group which has a factory in Tuen Mun.

A regular column highlighting the airline’s commitment to the community
Volunteers ready and eager to join CARE team

New tool to get feedback from those who know customers the best

The CX World online poll asking staff about their interest in volunteering for a specialised CARE team elicited an encouraging response with more than 600 replies.

Of these, 51% said they would be interested in volunteering while a further 46% indicated they were interested but required more information.

The Corporate CARE Team Programme will be launched in September with volunteers being invited to join from CX and KA around the network. The team will be activated to provide humanitarian support to passengers and their families in the event of an aircraft incident.

Crisis Response Manager Carrie Shiu says the poll respondents were also asked to provide feedback. “We received queries about the job description, training and preparation, and both cabin crew and outposts asked whether they could be involved which was good to see,” she says.

Carrie says the survey was designed to gauge the level of interest in the CARE team and she’s encouraged by the initial response. “If all of the staff who have shown interest sign on, then we have a good base to start off with,” Carrie says. “We also need to provide more information and encourage more staff to help out. The target is to build up a global team of over 800 members according to the industry guideline of two CARE helpers for each passenger’s family.”

In August, more information on the nature of the job, the training and other requirements will be announced. The full scale launch is in September with IntraCX wallpaper and roadshows planned.

Top caterers honoured in award programme

The Inflight Services Department’s Catering team handed out its annual gongs recently, with the top honour going to a caterer very close to home.

Cathay Pacific Catering Services (HK) (CPCS) won the Best Caterer 2009 – Diamond Award in ISD’s 2009 Caterers’ Performance Recognition Programme (CPRP) Awards.

Picture receiving the award is General Manager CPCS Jenny Lam (centre) with Manager Catering Services Charles Grossnier (left) and Airline Purchasing’s Michael Pratt.

The Gold Award went to Taj SATS Air Catering Limited in Delhi while LSG Sky Chefs Deutschland in Frankfurt took the Silver Award.

CPCS also nabbed a Most Improved Caterer Award, along with Gate Gourmet London.

The Hygiene Award 2009 went to ALPHA Flight Services in Amsterdam while the Account Executive of the Year honour went to the Cathay Pacific Service Delivery Team at Gate Gourmet London’s Heathrow West facility.

Summer boost for business

Over the summer peak CX will also operate more than 80 pairs of extra sectors, a threefold rise on last year, which will include some new points such as Johor Bahru in Malaysia.

“Flights to all the summer hotspots will be very full, as will most long-haul routes,” says Tom. “If there’s any area of weakness it’s with our sales out of some European ports.”

Business travel is also seeing good growth, with a recovery being seen both within the region and on long-haul routes, Tom says.

“For the year to date, however, our Business Class passenger numbers are still down on 2008, as a number of companies have kept tighter travel policies in place, while First Class is especially down.”
New approach for managing performance

Simpler, more flexible system created to meet the needs of managers and staff

A revamp of the existing Managing Performance approach at Cathay Pacific has been launched, with the aim of creating a ‘simpler, more flexible and effective’ appraisal system that better meets the needs of both managers and staff.

The new system is being trialled for Level C and above staff in Hong Kong this year, together with a small number of outport staff on a pilot basis. Level A and B staff will continue to use the existing processes and tools for 2010.

The key elements of the revamped system will be a separation of the performance appraisal from the salary review process and a greater focus on staff development.

Under the changes, the performance management cycle will run from March to February every year, so appraisals will be done some 10 months in advance of the annual salary review. The revised appraisal form will have a simplified competency framework and will not require a final score or overall rating.

See IntraCX (CX and You > Managing Performance > Latest Updates) for more details.

Q&A with Chief Operating Officer John Slosar

Why the need to make changes to the current Managing Performance system?

This is about making sure we have a system that helps people make the best of their talents.

Part of the issue is to make sure people can get frank, constructive feedback on their performance – and know what they can do better as a way to helping them improve themselves. That’s really the motivation for this change.

Where did the previous system fall short?

The feeling was that because it was tied in with the salary-review process meant that you didn’t get frank feedback. If there was any criticism people would think that that would take away salary from someone.

The new system is really about separating performance feedback from the salary adjustment process at the end of the year.

Did you get feedback from staff before making the changes?

We had a consistent message from our GMLs that they felt they didn’t get good feedback in the performance management process.

And we also got clear feedback through the Organisational Alignment Survey that staff felt they would be better served if they got better quality job-performance feedback from their supervisors.

Why are you trialling just for Level Cs and above initially?

We want to road test this and make sure that it produces the desired result.

By limiting to Cs and above we can give very individual attention and make sure that people are getting quality feedback.

So how will salary reviews be decided?

Effectively it will be the same as what happens now – the company decides on an overall ‘bucket of money’ available for salary increases which will be parcelled out by department heads. That’s similar to what happens now but it will be delinked from the appraisal process.

As such I believe it will be a fairer system, and that’s an important change. Another important change is that the new system will be more interactive and will also enable us to ask staff about their career aspirations.

Will it be rolled out for the whole company?

We’re not making any commitment yet – this is a trial.

However, we’ll listen carefully to all the feedback and then make a decision on which way to go.

Breakthrough time for alliance

This is a breakthrough year for oneworld with the alliance making excellent progress across several priority areas including membership expansion, deepening links between partners, and revenue generation, according to Managing Partner John McCulloch.

“Taken together these should result in oneworld consolidating its position as the world’s best alliance,” he says.

Later this year, Russia’s S7 will officially join the alliance, with India’s Kingfisher Airlines also lining up to become a full member.

“S7 dramatically expands the coverage into the Commonwealth of Independent States, just as Cathay Pacific launches its own flights to S7’s Moscow Domodedovo hub,” John says.

“As Mainland China and India have been identified for a number of years as regions of ‘white space,’ adding both S7 and Kingfisher Airlines is a significant step forward for us,” he adds.

Another big move is in deepening links between alliance partners.

“Out transatlantic carriers look set to gain anti-trust immunity (AAI) any time now – after several attempts during the past decade – enabling them to work more closely, in the way competitors in SkyTeam and Star have been able to do for many years now.

“This is a crucial development as finally we will be on equal terms in this key global aviation market,” John says.

MAKING PROGRESS: John McCulloch.

Japan Airlines has filed for AII with American Airlines and is aiming for similar arrangements between Japan and Europe with British Airways, while British Airways and Iberia are on track to complete their merger later in 2010, creating one of the world’s biggest airline groups.

“All of these steps will enable us to build oneworld products and services faster, and more uniformly, amongst the member airlines, which means better service for our customers,” John says.

Despite media reports, John says Mainland China remains a long-term focus for the alliance.

“We were disappointed that China Eastern chose earlier this year to join SkyTeam.

“So we are dusting off plans B, C and D, with Cathay Pacific playing a key role in working with the alliance to find the best way forward,” he says, adding that Brazil and Canada
Travel figures bounce back for Bangkok

The popularity of Bangkok among leisure and business travellers has helped the city bounce back quickly from the tourism plunge caused by political instability earlier in the year.

Country Manager Thailand Maggie Yeung says more than 40 inbound flights were cancelled due to weak demand in April and May.

“The average load factor dropped by 15 to 20 percentage points as compared to previous years,” she says.

“We have already started to see recovery on the route since the situation eased in June. Traffic from Hong Kong is almost back to normal though yield remains relatively low. Leisure tour groups from China are also resuming in July,” Maggie adds.

Maggie says the team expects load factors on the route to be close to normal in July with the summer peak season, though “demand would still be slightly weaker than that of previous summers”.

Thailand’s reputation as an excellent value-for-money destination for leisure travellers also came to the tourism industry’s rescue.

“Everyone knows Thailand offers great shopping, dining, accommodation and beaches,” Maggie says. “But I think the main attractions that draw tourists back are the Thai culture and its friendly people.”

Campaigns have been launched online and with the travel trade as the Tourism Authority of Thailand (TAT) launched a “Thailand Ready to Travel Plan” to regain the confidence of foreign tourists.

“By focusing on online channels and social media and working with the trade to launch special packages and promotions, TAT is aiming to attract 100,000 tourists from Asian countries from June to October this year,” Maggie says.

On the Cathay Pacific side, the team has embarked on a comprehensive promotional plan in line with the Thailand launch of the worldwide People and Service campaign.

“For the Thai market, ‘Great Hong Kong Fares’ are being offered online while ‘Smart Savers’ with value-for-money offers to all destinations are being planned,” Maggie says.

“We continue to promote the popular Cathay Holidays packages to Hong Kong, the Pearl River Delta, Shanghai and Singapore.

“And we are also cooperating with the Hong Kong Tourism Board with a joint advertising campaign being launched to promote the ‘Visit Hong Kong Now’ packages,” Maggie adds.
Golf tournament brings partners together

The 10th Japan One Cup golf tournament was held in Osaka on 24 June with 49 staff and business partners from the Japan ports, Taipei, Incheon, Mumbai and Hong Kong all taking part. The annual event is held at a different CX Japanese port every year alongside shopping and sightseeing tours for non-playing partners.

Award winners get a taste of China

A delegation from the UK China Business Awards visited Hong Kong in June to attend a HSBC seminar at the bank’s headquarters in Hong Kong’s Central district (right). On the trip were winners from the most recent awards including Cherry Valley Farms Head of China Operations Dr Xinjian Yan; Sigma Precision Components Managing Director Mark Johnson and Chairman Stephen McQuillan; and the Chartered Institute of Environmental Health Director of Commercial Services Frank Post and Denton. The trip consisted of three days in Shanghai, which included a visit to the World Expo, and two days in Hong Kong which included a tour of Cathay City.

Cycle team on a roll

The CX/KA Taiwan Cargo team and cargo agents trained up on 13 June to take part in the 2010 News Stop Cycling event organised by the Taipei Cycling Association. The group for the 50-kilometre event included General Manager Taiwan & Korea Adrian Harley. While the team planned to complete the route within six hours, they reckoned without the weather. The heavy downpours that day forced them to stop halfway through.

Giving agents a cheer

The Manila Sales team held an appreciation night for agents on 9 June to thank them for their continued support. More than 300 agents attended the sports-themed event which kicked off with a dance performance by the Sales team followed by a drinking contest. Best in Costume fashion show and a raffle.

Fine handling for priceless art

As renovation work continues at the Musée d’Orsay in France, 115 paintings are on a world tour of Australia, Japan and the US with CX Cargo responsible for making sure they arrived safely in Japan. But when the consignment arrived in Tokyo via Hong Kong on 11 May, the sky was overcast and it began to rain heavily, putting the delicate shipment in jeopardy. Fortunately, the Sydney team had taken extra care when packing the art, leaving the Tokyo team to do a final check before releasing the shipment to the museum.

African at heart

CX Paris Customer Service Officer Linda Pezigot is French but feels African at heart. Having spent her childhood with friends who are native Caribbean or African, it’s no surprise that she knows so much about their culture.

“Above all, I’m half black and white and will never forget where I come from,” says Linda, who has African blood from her ancestors and is proud of both her French and Martinican heritage.

Linda has already visited Gambia, Senegal, Mali and Kenya and her dream is to also travel to Namibia, Tanzania and Mozambique.

Her favourite foods include some African signature dishes including mafe (a chicken or beef stew) from Mali, tieboudien (a seafood soup dish from Senegal) and alloco from the Ivory Coast which is a dish of fried bananas that can be eaten with fish or meat.

Listening and dancing to African music and dance tunes such as decale, mapouka, ndombolo and kizomba never fails to cheer her up. As much as she loves Africa, Linda has no plans to migrate just yet as she knows how hard life can be there.

For now, she lives by the African phrase, “we don’t need watches as we have all our time”, a mentality that reminds people to accept and deal with every situation. And what does she hope to achieve within the next three years? “Find my African prince” jokes Linda.

Looking out for others

When Koolin Ngan Nguyen joined CX in 2003 as Ho Chi Minh City’s Airport Services Manager, little did he anticipate the ups and downs which would come from working for an international airline.

But he enjoys the rhythm of life at the airport and says he is becoming more “global” in outlook because of his work experience.

Outside of work, Koolin is actively engaged in helping the needy at home and abroad.

Earlier this year, he took part in a UNICEF field trip to Kenya which was organised by Cathay Pacific to give staff a look at some of the projects the Change for Good in-flight fundraising programme helps.

Koolin says the flight to Kenya was the farthest he has ever travelled and it was the most enriching trip he has ever experienced.

Locally, Koolin has set up a scholarship fund with his friends to help less-privileged students from his previous high school to get to university.

The man with a big heart has also been helping to raise funds for a charity project to help a group of doctors who voluntarily go to remote areas in Vietnam to provide medical aid to people in need.

If that wasn’t enough, Koolin and his teammates reached the final round of the 2010 WeSuggest! programme with a plan to introduce a charitable element into Cathay Pacific’s aircraft delivery flights.

Caring Heart: Charity begins at home for Koolin.
One minute with...

1. You’ve been dragon boating for more than 20 years. How did you get started? I started when a friend introduced me to the sport. Once I got the feel of it, I really liked it.

2. What is the best part? To me, it’s a stress reliever. It also requires great teamwork and builds team spirit.

3. And the worse part? When we are losing.

4. It looks physically painful. But is it a case of no pain, no gain? You feel tired after training or during races. But actually it’s not painful and, once you start, it’s enjoyable.

5. Hong Kong sea water is notoriously polluted. Have you ever fallen in? I was asked to jump into the water when the CX team won a championship race. Fortunately, it was a few years ago in Sai Kung and the water was not as bad.

6. You’ve visited every beach in Hong Kong for training. Which is your favourite? Sai Kung, it’s relatively unpolluted and less choppy.

7. You also play soccer and table tennis. Is there any sport left you haven’t tried? Golf, I would like to give it a go.

8. How did you manage to stay awake during the World Cup? Watched the games with friends.

9. Who did you back to win? Brazil.

10. With all this sport in your life – do you have any non-sporting hobbies? Playing mahjong with my family.

Pilot bear on a global adventure

If you thought you were well travelled then take a look at the Facebook photo album of a CX pilot bear who is literally going global.

Inspired by a garden gnome in the movie *Amélie*, which was pictured next to well-known city landmarks, Flight Attendant Jerry Chang is taking his CX pilot bear around the world and is busy seeing the sights and making friends along the way.

“I love taking photos and I wanted to create some good memories of my work experience at CX,” Jerry says.

Jerry “escorts” the bear on all his trips and since 1 April he has been sighted in nine different cities as far flung as Florence, Johannesburg, Adelaide and New York.

“My target is for the bear to eventually visit every Cathay Pacific destination,” Jerry says.

To follow this intrepid explorer’s adventures, go to Facebook and search for “bear CX”.

CX and KA unite for Manila thrilla

Three CX pilots – Will Burgess, Darren Whetfield and Warwick Kendall – joined with KA’s David Kerr and 35 fellow teammates from the Hong Kong Dragons Australian Rules Football Team to win their third successive Manila Cup.

The Dragons flew to the Philippine capital on both CX and KA to play host team Philippine Eagles and visiting teams from Malaysia, Indonesia, China and Singapore on 29 May.

In the 12-a-side “Thrilla in Manila” tournament, each team played six 20-minute games at the Manila Polo Grounds on a hot tropical day – for a sport normally played in winter.

The Dragons were proud to return undefeated, beating the Malaysian Warriors 39-7 in the final to lift the trophy.

Other CX pilots who play for the Dragons – Matt Feeeny, Graeme Rigg and Justine Barbaro – were unable to play due to other commitments, but hope to join in October when the Dragons play during the Shanghai Expo in the Australian Rules Asian Championships.

New Joiners

Geoff Fry
Enterprise Testing Lead, IMT
Before joining CX, Geoff set up and managed the test team for the FX suite of applications for Macquarie Bank in Australia. He has also done software testing for various industries including telecommunications and investment banks in England and Singapore.

Work aside, Geoff confesses to being extremely handy at Aussie Rules Football.

“If given the chance, I could speak for hours and hours about it without taking a breath to literally anyone that would listen,” he says.

Stefan Oechsner
Assistant Technical Services Engineer, ENG
Stefan grew up in Hong Kong and left to do his Aeronautical and Aerospace Engineering degree at Purdue University. His previous work experience includes engineering duties at NASA Ames Research Centre and with Boeing Commercial Aircraft.

“I’m very impressed with the facilities here and look forward to becoming more familiar with the opportunities at CX,” says Stefan.

Further down the line Stefan says he’d like to take up a management role.

Vincent Lee
e-Business Services & CRM Officer, ECX
Vincent hopes to further develop himself in his new role, after working in the hospitality industry where he managed the business and CRM systems at Marriott International.

“I understand the importance of maximising customer satisfaction and revenue, helping a business to survive by differentiating it from competition,” says Vincent.

He looks forward to working with the “huge and professional team” at CX.

Benjamin Yeung
Component Engineer, ENG
Benjamin was handling component reliability and NFF analysis at HAECO before joining the Engineering team.

His first impression of CX is the high level of freedom the company gives to staff to carry out their work and he looks forward to sharing his experience and ideas with his teammates.

On the personal front, “you might well see me at the swimming pool during lunchtime!” says Benjamin, who swims four to five times a week.
Darts team gets straight to the point

The CX Darts Team had a fruitful trip at the end of May when they flew to take part in the 23rd South Pacific Airlines Darts Association Tournament in Brisbane.

The four-day event, hosted by Qantas, saw more than 100 players from 17 teams and 11 airlines participate. The CX players were in good form, taking the champion’s trophy in the Plate event.

In the singles, team trainer Kimba Yeung was Plate runner-up, while in the drawn pairs event Rudolf Wong (ENG) was Plate Doubles champion and Mavis Lai (HKG) was joint third in the Plate Doubles.

There were a couple of notable individual achievements too, with both Andy Lau (FIN) and Sun Wing-cheung (CPCS) throwing 180s – the maximum score in darts.

The Quiz

The winner of our first prize this month will receive a two-night stay at The PuLi Hotel and Spa Shanghai.

The boutique property has been designed as an urban resort in the heart of the busy city and offers a spa and wellness area with a state-of-the-art gymnasium, sauna, steam rooms and jacuzzis.

The hotel’s spa is operated by the Anantara Spa Group and offers a range of treatments from China, Thailand and India in five private rooms.

The property has two dining outlets – the Jing’An restaurant with an international menu and the 32-metre Long Bar which offers wine and cocktails throughout the day.

Every room comes equipped with a 32-inch LCD TV, a Bose wave music system with iPod docking station, true high-speed wireless Internet access, a Nespresso coffee machine and a rain shower.

Find out more at www.thepuli.com

The second prize winner will receive a two-piece Vinum – Sauvignon Blanc set from Riedel Crystal.

The glasses have been specially designed for dry aromatic white wines with a medium to light body and high acidity such as wines from Bordeaux and sweet white wines such as Sauternes and ice wine.

Riedel Crystal started in 1756 in Bohemia and has been a family-owned business for 11 generations. It is regarded as a leading international crystal brand.

In 1958, Professor Claus Josef Riedel discovered that the shape and size of a wine glass can alter an individual’s perception of alcoholic beverages and became the first person to design the shape of the glass specifically according to the character of the wine.

To enter, visit the online quiz entry form on the CX World site. The deadline is noon on Friday, 6 August.
Singapore fling

Customer Services Officer John Lee discovers there’s a lot going on in the Lion City

Over the last few months, visitors have been thrilled by the opening of Singapore’s latest attractions, Resort World Casino and Universal Studio Singapore, and I decided to take a sneak peek earlier this year before the tourist rush began.

First stop was the Jurong Bird Park which houses more than 8,000 birds of more than 600 species. I timed my arrival for the final show of the day and had a chance to see how Fuji hawks glide through the sky to catch their prey.

At sunset, I rushed back to Raffles Place for a glamorous nighttime view of Marina Bay, where Singapore’s landmark Merlion is located.

I set aside an entire day to tour Sentosa island which has been dubbed Asia’s favourite playground following the launch of the attractions mentioned above.

I started at the replica Merlion which is also a museum dedicated to telling the story of Singapore. Next up was a ride on a Gogreen Segway Eco adventure – an environmentally friendly personal transporter.

After days of dragging myself throughout the city, I decided to treat my sore feet to a spot of “fish reflexology”. The unusual treatment uses fish to rejuvenate the skin on feet by feeding on the dead cells. It was an itchy yet interactive spa experience that I would highly recommend.

Of course, no visit would be complete without a sip of a Singapore Sling which I enjoyed at the Raffles Bar.

I saved the best till last – a trip to the 24-hour Resort World Casino. To be honest, I am not a gambler and ended up not placing a single bet, but it was fascinating to see how Singapore has adapted Macau’s gambling tourism strategy.

I also managed to take a few shots of the Universal Studios Singapore which was just weeks away from its official opening.

My last day and I headed to the world’s largest observation wheel, the Singapore Flyer, which towers 165 metres above the ground. The 30-minute ride provided amazing views of both old and new Singapore.

The final ride was with DUCKtours. Customised from an authentic Vietnam war-craft, this amphibious vehicle offers 60 minute bus/boat rides along the roads in the heart of Singapore as well as gliding along the rivers.

HK$500 for a travel tale!

Every month, CX World invites all CX staff to tell unusual, interesting or just downright quirky tales of travel moments around the world.

Sponsored by Inflight Sales, the lucky sender of the main story receives HK$500 worth of inflight sales products of their choice from the ever-changing collection of over 250 items on offer (excluding liquor and cigarettes).

Go shopping at www.cathaypacific.com/dutyfree

Snap happy

This month’s photo shows a glorious sunset in Boracay and was taken by Assistant to Country Manager Philippines Carol Sun.

“I took advantage of my year of working here to visit Boracay which boasts five kilometres of white powdery sand beaches and glossy smooth water. But the Boracay sunset is a really breathtaking moment,” Carol says.

She says the sky turns fiery shades of blazing orange to pistling red.

“The photo shows the flaming sun subsiding into the night sky as boats sail by. A very peaceful moment,” Carol says.

“If you have never witnessed a miracle like this, then you should go to Boracay and experience it for yourself,” she urges.

HK$500 for a travel tale!