

Date: 21-June-2012

Dear Travel Agents

Married Segment, Origin Destination Violation

A key objective for Cathay Pacific Airways/ Dragonair is to effectively manage its revenue. As you can understand, Travel Agent is acting on behalf of CX/ KA during reservations and therefore Travel Agents must adhere to our procedural requirements. During the past few years, we have been restating that segments that are initially sold in bundled, whether married or not, must not be separated or unbundled. Travel Agents must not separate Married Segments or bundled segments for any purpose nor manipulate the GDS to circumvent CX/KA Married Segment Control logic.

We would ask your kind effort in enforcing the married segment, origin destination policy in helping us to optimally manage CX/KA's inventory usage.

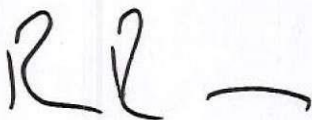
With immediate effect, we will now be charging USD 200 per each abuse ticket issued from segment unbundling. An agent debit memo will be issued for these cases. CX/ KA will audit your booking transactions to identify non-compliant practices. At the same time, CX/ KA still cancel any abuses without warning and reserve the right to cease any Travel Agent's access to book and ticket CX/KA inventory as imposed currently.

Most of these practices can be controllable and for a full recommended practice please see Frequently Asked Questions on Married segment/ Origin and destination violation on Page 2. We sincerely request for your kind assistance and cooperation by putting forth this important guideline to serve the best interest to the travel community.

Should you have any queries, please do not hesitate to contact our team.

We appreciate both your understanding and your continued support.

Sincerely,



Rakesh Raicar

Regional Sales & Marketing Manager - South Asia

Frequently Asked Questions on Married segment/ Origin and destination violation

1. Married Segment/ Origin and destination violation – what is it?

Travel agent attempts to separate or unbundle the segments that are initially sold in bundled, whether married or not.

2. What will happen to PNR with Married segment/ Origin and destination violation?

Cathay Pacific/ Dragonair will cancel the segment with violation, the reason explains in SSR as CANX DUE OD ABUSE.

3. How can I separate segments which are sold in bundle?

The recommended practice is: First cancel the whole bundle if it is no longer needed, followed with booking the desired segment. Cathay Pacific/ Dragonair consider segments that are partially cancelled from a bundle as abusive practice.

4. How can I change class for one of the segments that was sold in bundle?

The recommended practice is: First cancel the whole bundle if it is no longer needed, followed with booking the desired segment and class. Cathay Pacific/ Dragonair consider segments that are partially cancelled from a bundle as abusive practice.

5. How can I change date for one of the segments that was sold in bundle?

The recommended practice is: First cancel the whole bundle if it is no longer needed, followed with booking the desired segment and flight date. Cathay Pacific/ Dragonair consider segments that are partially cancelled from a bundle as abusive practice.