



ICONIC

CATHAY Pacific

GOING DOWN THE MEMORY LANE

The brand Cathay Pacific Airways was founded by Roy C Farrell and Sydney H de Kantzow on 24 September, 1946. The founders were initially based in Shanghai and then eventually moved to Hong Kong and established the airline in the region. If sources are to be believed, Farrell and a group of foreign correspondents thought up the airline's unique name in the bar at the Manila Hotel.

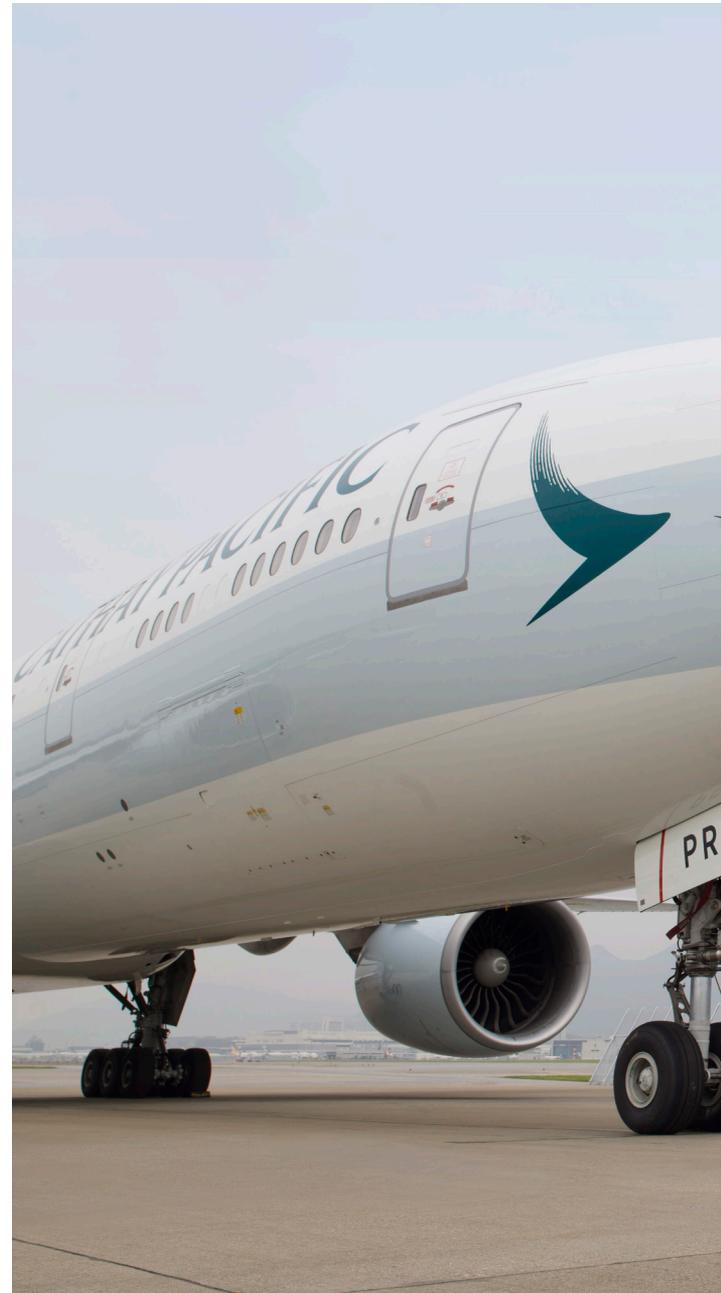
The brand then began to operate

passenger flights to Manila, Bangkok, Singapore and Shanghai. When the plan and the leaders behind the brand are strong headed, expansion is really quick, thus in 1948, one of Hong Kong's leading trading companies, Butterfield & Swire (today known as the Swire Group) took a 45% share in the company. Under the leadership of John Kidston Swire, Butterfield & Swire became wholly responsible for the management of the airline.

TAKING THE JET AGE BY STORM

It was between 1962 and 1967 business grew at an average rate of 20 percent a year. The brand also initiated international services (another world's first) to Osaka, Fukuoka and Nagoya in Japan.

With the advent of computerized reservation system and flight simulators, in the early 1970s, Cathay Pacific Airways saw an upgrade in the system. The first Boeing 747-200 arrived in Hong



Kong in mid-1979, and by the end of the year the brand had already applied for traffic rights to start flying to London. As more B747's joined the fleet and they expanded their services to Europe and North America.

1980 played a role of the most significant decade for the airline industry and was amongst a worldwide economic boom - spearheaded by Asia, more business travelers, tourists and cargo were flying than ever before. It was during this decade, the brand expanded their international network to include London, Brisbane, Frankfurt, Vancouver, Amsterdam, Rome, San Francisco, Paris, Zurich and Manchester.

It took Cathay Pacific Airlines eighteen years to celebrate carrying there one





millionth passenger and nine years later in 1973, they were carrying one million people every year. Today, they carry approximately one million passengers each month.

SECRETS OF IMAGE CHANGE

The next decade proved to be a challenging one for the aviation sector. Keeping their calm, and having faith in their home city-Hong Kong to be the best location in the world for an airline, Cathay Pacific launched a new programme to offer unprecedented levels of passenger service.

The brand also made another important decision of changing the green and white striped livery to the dynamic and now famous Asian “brushstroke” image. By the mid-1990s, they had assembled a fleet of aircraft that was among the youngest in the world, while the replacement programme involved orders and options for US\$9 billion in new aircraft – all of which were to create a fleet that is younger and quieter.

The passenger service on the other hand continued to grow from strength to strength, the cargo division was playing an increasingly vital role in the company’s growth and expansion. Today, the cargo services contribute almost 30 percent of the total revenue.

The headquarters located at Hong Kong International Airport are also called as Cathay Pacific City and was completed in the middle of 1999. The new complex was another sign of the brand promise in the future of Hong Kong and heralded the move into a new era for the airline.



QUANTUM LEAPS

- Awarded as the Regional – Asia Pacific (Major Airlines) by tripadvisor Hong Kong Travellers' Choice Awards 2017
- The brand won the Category Award of Airlines was given by the Next Magazine Top Service Awards 2017