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## IMPORTANT TRAVEL AGENT UPDATE

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Dear Travel Partner

### **Married Segment, Origin Destination Violation**

A key objective for Cathay Pacific Airways/ Dragonair is to effectively manage our revenue. As an appointed CX Travel Agent, you act on our behalf and are therefore required to adhere to our procedural requirements.

Over the past few years, we have emphasized that CX/KA segments, initially sold as “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 should agents manipulate the GDS to circumvent CX/KA Married Segment Control logic. We request that you continue to assist us in optimally managing our seat inventory by adhering to/abiding with our married segment, origin/destination (OD) policy.

To further assist in curbing OD abuse practise, we wish to inform you that effective April 1st, 2011 we will introduce a charge of \$50 per passenger contained on a PNR where segment unbundling/OD abuse has been detected. On a monthly basis, offending agents will be issued a CX agent debit memo that will outline details of each detected O/D abuse case. At the same time, CX/ KA continues to reserve the right to cancel any PNR where abuse is detected and further, should abusive behaviour by any appointed CX agent continue/escalate, CX can and will terminate our CIP along with the ability to book CX/KA inventory.

For a full guideline, please read the Frequently Asked Questions (FAQs) on Married segment/ Origin and destination violation contained on Page 2. We sincerely appreciate your continued support and cooperation in maintaining fair and equitable business practises for all parties.

Yours truly,

**CATHAY PACIFIC AIRWAYS LTD.**

Canada Sales / Revenue Team



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### **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 reserves the right to cancel the PNR, 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.