

CX World

Change is in the Air
改變，成就更廣闊天空





From the beginning... 一切由這裡開始

Since 2006, Dragonair has been part of the Cathay Pacific Group, and for the past 10 years the two airlines have worked closely together to bring an unrivalled connectivity between Hong Kong and Mainland China, within the region, and across the world. Both airlines have also continually strived to deliver the same high standard of service and a consistent premium travel experience to all passengers.

自2006年起，港龍航空成為國泰航空的全資附屬公司，近十年來共同為香港與內地、亞太區以至全球，提供更緊密的航班連繫。本著同一份使命與共同價值觀，多年來，我們致力送上由心出發的服務和精益求精的產品，讓旅客寫意 翔。



Growing together 攜手，一同發展

Over the past 10 years, we have continually invested in our people, inflight products, lounges and fleet, across both airlines. This strategy has successfully allowed us to expand our network to almost 200 destinations across the world and increase our annual passenger numbers to more than 32 million.

Much of our success can be attributed to the values that Cathay Pacific and Dragonair share – a dedication to genuine heartfelt service, considered design and attention to detail. Underlying all of this is a shared belief that simply helping our passengers to travel to their destinations is not enough. Our promise is to help them travel well.

Throughout this journey we have achieved memorable milestones and great success as premium full-service carriers. Dragonair has been recognised by Skytrax as the World's Best Regional airline four times and also won Best China Airline in 2007. Cathay Pacific is currently the only airline to have been named World's Best Airline a record four times. It's with these achievements that we can confidently look ahead to take advantage of the growing business in the travel and tourism market in Mainland China and throughout the region.

過去十年來，國泰航空和港龍航空發揮協同效應，使香港成為連接內地及全球主要城市的頂尖航空樞紐。我們投放了不少資源在人才培訓和產品研發上，包括增添更多客機、引進更先進舒適的座椅並打造嶄新的機場貴賓室。我們亦致力發展飛行網絡，十年間，兩家航空公司已飛越全球接近200個目的地，全年載客量亦由2,230萬增至逾3,150萬人次。

與此同時，我們亦屢創佳績，兩家航空公司在國際間贏得不少讚譽：港龍航空曾4次榮獲Skytrax「全球最佳區域航空公司」及於2007年獲得「中國最佳航空公司」。國泰航空更是唯一一間航空公司能夠先後4次奪得Skytrax「年度最佳航空公司」和其他不同的獎項。

New opportunities 迎接新的機遇

China is widely recognised as one of the world's fastest-growing travel markets. In the last decade, outbound tourism has more than tripled from 31 million to 109 million. And it's not just one-way traffic. The World Tourism Organization predicts that by 2020 there will be more than 137 million visitors to China, accounting for 8.6% of the global share. From our home base of Hong Kong, we are uniquely positioned to take advantage of this explosive market growth in the region.

中國內地的商務及旅遊市場發展速度冠絕全球，旅客出境次數在過去十年間激增三倍，由3,100萬人次，到1.09億人次。根據里昂證券估計，至2020年，中國外遊旅客數目將突破2億。按照世界旅遊組織的推算，至2020年，每年將有逾1.37億遊客到訪中國，佔全球總數8.6%。香港，作為亞太區航空樞紐，得天獨厚，亦是通往中國的重要樞紐，這讓我們擁有獨特的優勢，捉緊中國對外對內旅客不斷增加這良機。



"We intend to bring the two brands closer together so that we can make it more apparent for our customers that they are flying on members of the Cathay Pacific Group."

「你現在閱讀的，並不是真的文案
這些文字，只顯示文案將會擺。」



"This rebrand will have a positive impact on our network and offer new opportunities ahead."

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Watch Chief Executive, Ivan Chu and Chief Executive Officer, Algernon Yau speak about this important milestone for the airline group.

Visit www.cathaypacific.com/cathaydragon to watch the video.



New challenges 進一步緊密連繫

As we prepare ourselves for the challenges and opportunities ahead, it's important to understand that the competition is not standing still.

International carriers are expanding and operating to the destinations that we serve – and they have one distinct advantage – they can market themselves as a single brand to their passengers.

This single brand proposition means passengers flying with competitive carriers experience greater consistency throughout their travels. From the moment they step on board to the moment they reach their destinations, they feel cared for by one brand.

For us, despite all the effort aligning flight schedules and refining operational procedures to provide a seamless travel experience for our customers, we are still viewed as two different airlines.

This may come from our distinct brand names, logos, and an inconsistent look and feel between the brands. It's especially confusing for new customers who may not know that Dragonair is part of the Cathay Pacific group, which is a distinct disadvantage for us.

That's why we believe this is the right time to rebrand Dragonair as Cathay Dragon.

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One brand. Two flavours. 一個品牌，兩種精彩體驗




CATHAY DRAGON
國泰港龍航空

Strengthening the bond 進一步緊密連繫

We now have the opportunity to become stronger than the sum of our parts by bringing Cathay Pacific and Dragonair closer together, creating a unified relationship and brand experience between both airlines.

The rebranding of Dragonair to Cathay Dragon is a significant change aimed at further aligning our shared values and our combined roles in helping enable passengers to not just travel, but to always travel well.

把握當前機遇的最佳方法就是綜合國泰及港龍兩家航空公司的優勢，同心協力，互補長短，提升競爭力，為旅客提供優越無間的服務。

港龍航空將於2016年底正式易名為「國泰港龍」，這重要的轉變將會進一步拉近兩間航空公司的關係，以共同的核心價值，讓旅客體驗更勝一籌的寫意 翔之旅。

To support our new vision, Dragonair will adopt the Cathay name and iconic brushwing to clearly show that Cathay Dragon and Cathay Pacific are part of the same brand, with shared values of premium service.

The livery has been redesigned, with the use of the brushwing on the tails of both airlines to better align and clearly convey the partnership. We have also made a subtle update to the iconic Dragon logo by making the distinctive red deeper and richer in colour tone, which will continue to feature on the nose of every aircraft.

The rebranding and application of the new corporate identity will enable passengers to experience greater consistency with the changes in digital touch-points and airport signage, as well as through contemporary Chinese touches in the design of other products.

The rebrand will capitalise on Cathay Pacific's world-wide reputation, while leveraging Cathay Dragon's unique connectivity in Mainland China and the region. Now our passengers will feel assured of a seamless travel experience through their journey to and from Asia.

這一次的品牌革新將充分善用國泰航空的國際知名度，從而進一步發揮「國泰港龍」在中國內地及區域市場的獨特優勢，造就更便利的旅程，並提供一致的高品質服務保證。

除了新增元素，我們將會保留港龍航空的原有特質：團隊將繼續為旅客提供親切貼心的機上服務，也會研發各種深受旅客歡迎的中式餐膳及港式小食，彰顯「國泰港龍」的獨有個性。「國泰港龍」，將為你帶來連繫無間的飛行體驗，令每一趟往返亞洲的旅程，享受更優越。





What will remain the same? 一起飛越更美

We are very proud of all we have accomplished in Hong Kong and China – especially Dragonair's heritage as an award-winning regional airline. We will continue to embody this spirit and retain the signature touches that have made us unique.

Cathay Dragon will continue to operate as a separate airline from Cathay Pacific. The 'KA' airline code, flight schedules, and operations will continue as before.

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When is it happening? 一起飛越更美

The rebranding of Dragonair will happen at the end of 2016. At that time we will launch an international marketing campaign to build greater brand awareness of Cathay Dragon and its role in the Cathay Pacific Group.

We will keep all staff up to date on the changes as they happen in the next few months.

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A brighter future 一起飛越

By bringing our two airlines closer together, we now have an incredible opportunity to push our business further than ever, and remain competitive in the years to come. We will be able to support continuous growth and network expansion, as well as strengthen Hong Kong's status as a major aviation hub. And finally, our staff can benefit from career opportunities created by combining both airlines into one brand.

「國泰港龍」融會兩家航空公司的優勢，競爭力大大提升，來年定將把握每個機遇，開拓更多發展空間，發揮相輔相成的效應，於業務上能為我們的未來帶來持續增長，擴展全球飛行網絡。隨著航空公司不斷拓展，員工亦會有更多不同的發展機會。

品牌革新將更能鞏固香港的國際航空樞紐地位，促進商務及旅遊市場的發展，為整個城市帶來額外的得益。而更重要的是，我們可以更有效地為旅客提供一致的世界級優質服務及連繫無間的飛行體驗。



More questions? 一起飛越更美

Please visit [IntraCX](#) for more details of the rebranding and answers to the most frequently asked questions.