

Low-cost CEB Breaks New Record in Greater China Flying 555,000 Passengers in First Half of 2011



The Philippines' largest national flag carrier, Cebu Pacific (PSE:CEB), flew more than 555,000 Greater China passengers in the first half (1H) of 2011, posting a new record with year-on-year growth of 16% in the airline's biggest international market.

Mainland China passengers increased by 37% as the low-cost carrier boosted flight frequencies to a daily service between Manila and Shanghai, and three flights a week to both Guangzhou and Beijing.

Passenger growth on the Taipei sector was up 69% over the same period.

In the second quarter (Q2) of 2011, the Greater China load factor also posted a record 84%.

From April to June 2011, CEB's Mainland China flights were 78% full, with 86% on Hong Kong flights, 77% on the Macau sector and 94% on the Taipei sector.

Across its entire domestic and international network, CEB flew close to 6 million passengers in the first half of 2011 achieving 13% year-on-year growth - keeping the airline on track for its target this year of 12 million passengers.

Internationally, growth in passengers was up by 26% to more than 1.35 million from January to June 2011.

"The strong growth is owed to our increased flight frequencies and direct flights from international destinations to Manila, Cebu and Clark," said CEB VP for Marketing and Distribution Candice Iyog.

"Greater China accounted for 40% of our total international guests from January to June, indicating the importance of this market.

"As we take delivery of more brand-new aircraft orders in the last week of September and October 2011, we will continue to expand internationally, consistent with our goal to bring more tourists to and from the Philippines.

"We will also continue offering our trademark lowest fares and innovative travel services to guests across our extensive route network to all the destinations we serve."

CEB currently operates 10 Airbus A319, 15 Airbus A320 and 8 ATR-72 500 aircraft. By the end of 2011, CEB will be operating a fleet of 37 aircraft - with an average age of less than 3.5 years - one of the most modern aircraft fleets in the world. Between 2012 and 2021, Cebu Pacific will take delivery of 23 Airbus A320 and 30 Airbus A321neo aircraft orders, and 2 Airbus A320 aircraft on operating lease agreements.

About Cebu Air Inc. (PSE: CEB)

Cebu Air Inc. is the largest carrier in the Philippine air transportation industry, offering its low-cost services to more destinations and routes with higher flight frequency within the Philippines than any other airline.

Contacts:

Grebstad Hicks Communications Beijing

Ms. Rhoda Adams

rhoda.adams@ghcasia.com

Grebstad Hicks Communications Hong Kong

Mr. Kelvin Nelles

kelvin.nelles@ghcasia.com

Date: 2011-08-10

Article link:

<http://www.tourism-review.com/low-cost-ceb-breaks-new-record-in-greater-china-news2896>