

CEB Named Third Best Budget Airline in 2011 Best in Travel Poll



The Philippines' largest national flag carrier, Cebu Pacific (PSE:CEB) moved up the rankings and was voted 3rd best budget airline in Smart Travel Asia's 2011 Best in Travel Poll. The airline ranked 4th last year. CEB bested other budget airlines SpiceJet, IndiGo and Tiger Airways.

Smart Travel Asia is the region's only dedicated online travel magazine with more than one million readers worldwide.

According to the SmartTravelAsia.com, "Readers picked products from thousands of possible choices in Asia. Their vote is based on substantial hands-on travel experience, word-of-mouth at dinnertime chats, as well as an idea of the brand drawn from advertising and editorial exposure in the media, a great deal of this online."

Their 2011 Best in Travel Poll was based on a three month poll of voters who took an average of 15.75 air trips in the past year, with a household income of approximately US\$150,000. Voters were from Asia-Pacific (60%), UK/Europe (20%) and North America (20%).

CEB VP for Marketing and Distribution Candice Iyog said, "Recognition from the online global travel community inspires us to continue doing what we do best: offer the lowest year-round fares, most extensive route network, and service with a smile."

The airline flies to Manila daily from Shanghai and thrice weekly from Beijing and Guangzhou. CEB also operates seven times daily flights from Hong Kong to Cebu, Clark and Manila, as well as daily flights from Macau to Manila and four times weekly flights from Macau to Clark.

From Manila, passengers can connect to 33 other domestic destinations such as Boracay (Caticlan), Palawan (Puerto Princesa) and Cebu. CEB offers the fastest connections to the Asia's top beach destinations and scuba diving sites.

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.

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