

Dear GDS managers

Married Segment, Origin Destination Violation

We wish to inform you some important changes that we will introduce to help control the Married Segment, Origin Destination abusive practice that was referred in attached policy issued during Jul 2008.

As you are aware, a key objective for Cathay Pacific Airways/ Dragonair is to effectively manage our revenue. During the past year's system audits, an alarming abusive rate has been identified. We would therefore ask your kind effort in enforcing the married segment, origin destination policy in helping us to optimally manage CX/KA's inventory usage.

In addition, we will impose direct cancellation to segments that were generated from separating or unbundling the segments that had initially sold in bundled, whether married or not. The cancellation will be activated in markets India, Canada and U.S.A. with effective from 25 May 09.

Most of these practices can be controllable and for a full recommended practice see Frequently Asked Questions on Married segment/ Origin and destination violation on Page 2. We sincerely request for your kind assistance and cooperation by putting forth this important guideline to serve the best interest to the travel community.

Should you have any queries, please do not hesitate to contact our team.

We appreciate both your understanding and your continued support.

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 will cancel the segment with violation, 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.

AttachmentImportant Policy on Married segment control

Dear Travel Partner,

As you are aware, CX/KA has implemented married segment control with all major GDSs with the aim of better utilization our inventory.

CX/KA may provide a level of availability on married segments that differ from the level of availability provided if the segments were sold separately.

This notification serves as a reminder that you must not separate Married Segments for any purpose nor manipulate the CRS/GDS system to circumvent CX/KA's Married Segment Control logic and any attempts to do so constitute an abusive practice.

In this respect, you are also reminded that CX/KA reserve all rights to take action against any travel agents committing such abusive practice including but not limited to cancel the booking, recovering any loss of revenue and the fare difference, terminating the travel agent's access to view, book and ticket under CX/KA inventory.