

A photograph of a Cathay Pacific airplane wing in flight, viewed from the passenger's perspective. The wing is dark blue with a white crane logo on the tip. The background is a vast expanse of soft, white and orange-tinted clouds, illuminated by the warm light of a sunset or sunrise. The sky transitions from a pale blue at the top to a golden yellow near the horizon.

MOVE BEYOND E-COMMERCE

Aldric Chau, Cathay Pacific Airways



**SHOULD WE STILL
CARRY THE SALES TROLLEYS?**

TROLLEYS OR E-COMMERCE?



Volume of
digital traffic
to airlines.com?



% of fleet
connected?



What's your
customer mix?

TYPICAL ACTIVITIES OF CUSTOMERS ON A CATHAY FLIGHT



Catch up with
favourite movies /
TV shows

88%



Typically read the
inflight magazine
on board

75%



Get shopping ideas
from in-flight
magazine

43%



Purchase from
in-flight
duty free

28%



#1 QUALITY > QUANTITY

Product: Keychain made of metal from retired Boeing B-747 aircraft



40M



120M

Curated products for
travelers (e.g. souvenirs
from the world)



BB

CC

→ A

→ B

→ C

↙ A

↙ B

↙ C

Cathay Pacific Airways

VR-HOB

CPA

Betsy

Pale Ale handcrafted for 35,000 feet

IBU 25 330ml 4.2% ABV

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Lounge Pass



Extra Legroom



Pre-paid Extra Baggage



Holiday Package



Destination Activities



Upgrade Bid

Travel extras that add value

Team structure

Affinity analysis & merchandising

#2 THINK BEYOND INFLIGHT DUTY-FREE



#3

DATA-DRIVEN PERSONALISATION

Product: Airbus A350-1000 Business Class

+40% spend > planned*


35M passengers


11M FFP members

*Source: BCG-Google, Business Impact of Personalization in Retail Study – Customer Survey (n = 3,144), US, 2019

STEP #1: PREDICT WHO WILL BUY WHAT





Purchase history:
flight & ancillaries 

Social media
interactions 


Membership
Tier & RBD

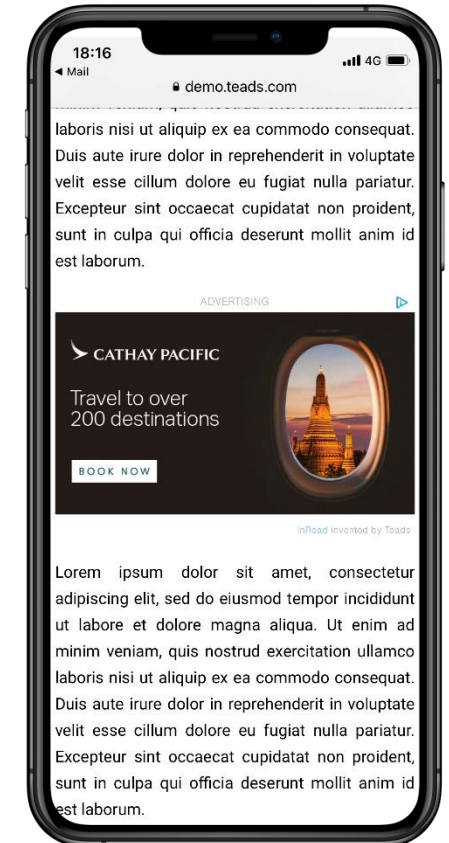
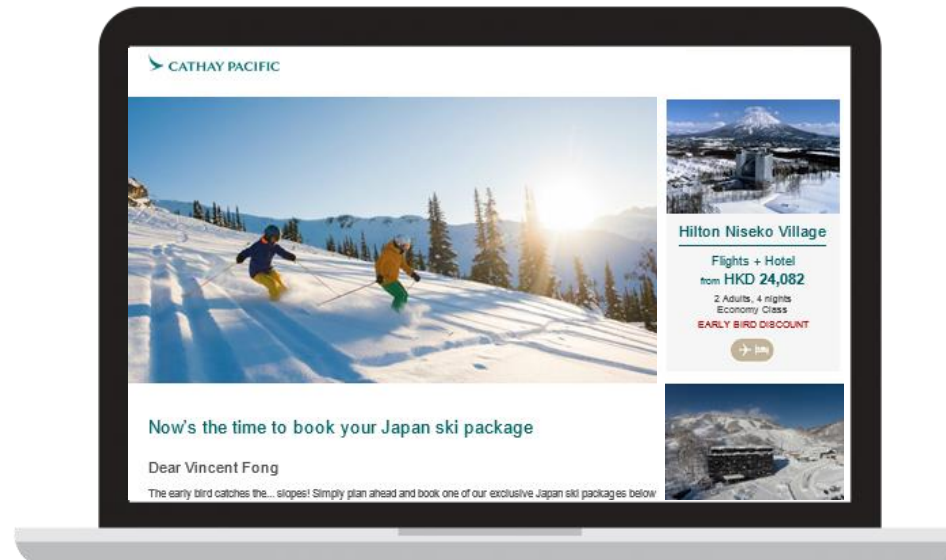


Booking
window 

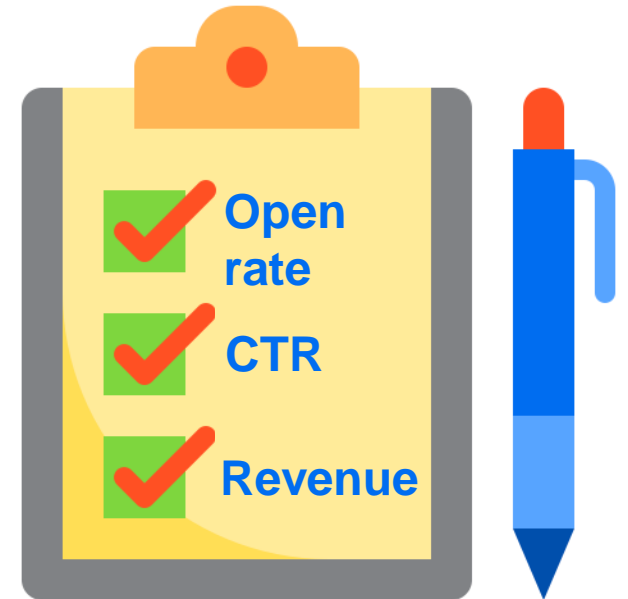
Mileage
balance? 



STEP #2: BUILD THE OMI-CHANNEL JOURNEY



STEP #3: REVIEW, LEARN, REPEAT



IT'S A SERIES OF CONTINUOUS EXPERIMENTS



La Mer

Arrive Hydrated
at First Class
lounge

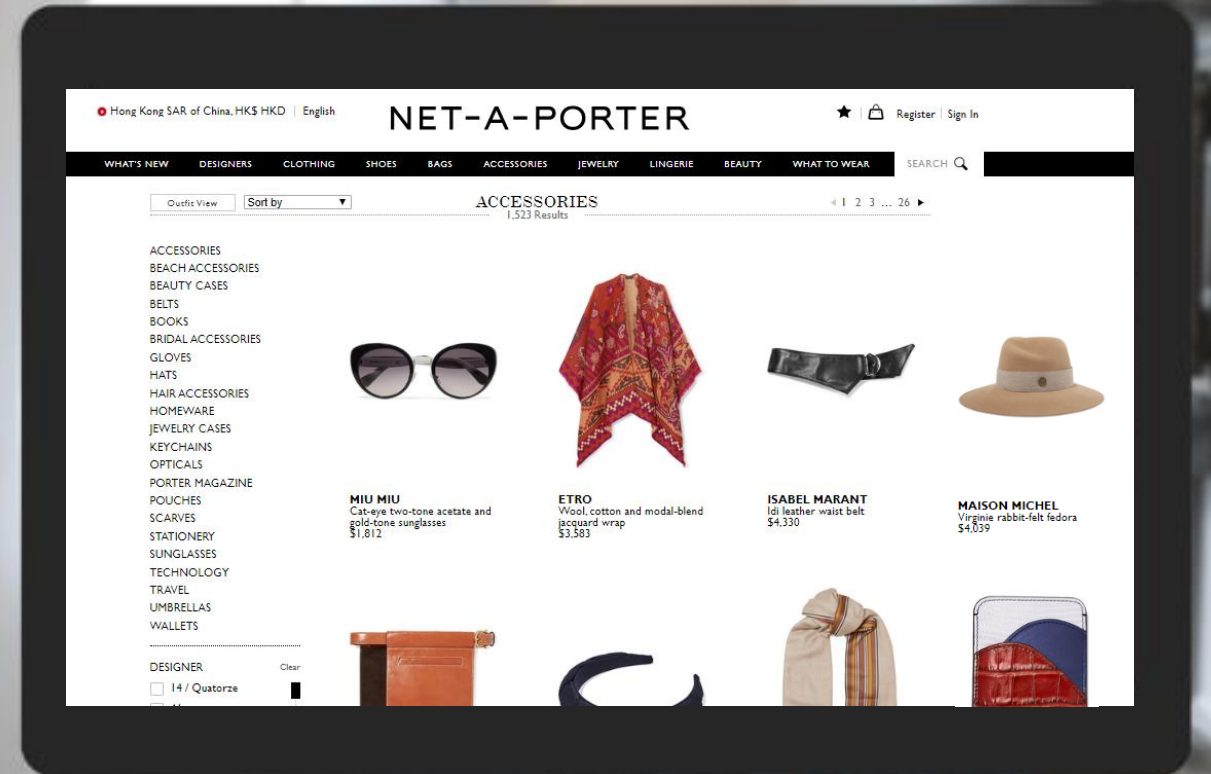


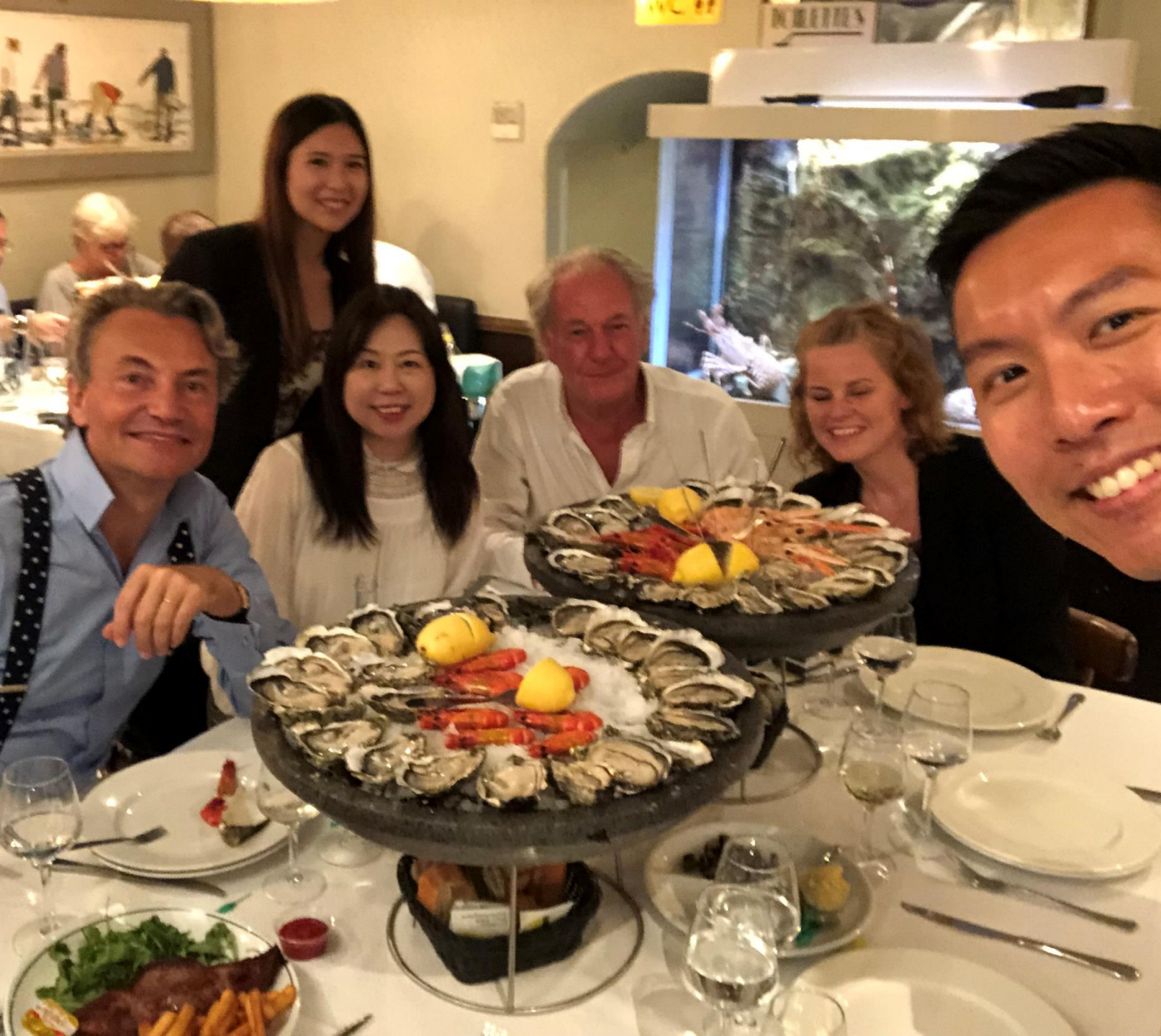
L'Occitane

Crew incentive
trip to Provence

Net-A-Porter

Free browsing of
e-commerce site inflight





**Thank you
Jean Marcel
& ISG Team!**

**It's not how far you've come.
It's how far you'll go.**



