
Cathay Pacific plans to upgrade flagship website

By **Lauren Brunetti** on June, 12 2013 | Airline & Terminal News



Cathay Pacific Airways will upgrade its flagship website – www.cathaypacific.com – over the weekend of 22 and 23 June. The upgrade is to provide a more advanced and powerful online platform that will enable further upgrades to the airline’s online and mobile services in the near future.

It will also give the website a fresh look and feel, with enhanced navigation and an improved site structure.

Significant enhancements have been made to Cathay Pacific’s online and mobile services in recent years, giving passengers the flexibility to manage their journeys at anytime and from anywhere. With the growing demand for online and mobile services, together with significant changes in customer preferences, a more sophisticated technology platform is required to allow the airline to redesign and roll out new services as quickly and efficiently as possible to meet customers’ need.

The upcoming upgrade will provide a significantly improved platform that will enable Cathay Pacific to keep pace with changing travel trends and consumer preferences and provide it with the ability to further enhance its online and mobile offerings in the years to come.

During the upgrade, the Cathay Pacific website, and its corresponding mobile site, will be down. The outage hours will be from 23:00 hours Hong Kong time (15:00 GMT) on Saturday, 22 June until 13:00 hours Hong Kong time (05:00 GMT) on Sunday, 23 June. Online services offered through the website and mobile site, including online booking, Online Check-In, the Manage My Booking service and Mobile Boarding Pass retrieval, will be unavailable throughout the outage.

“At Cathay Pacific, we believe that every interaction with our passengers is an opportunity to deliver outstanding service. Upgrading the technology which underpins our website is an important first step towards improving our online services. We will have a state-of-the-art platform on which we will design and build a brand-new digital experience. We would like to apologise for any inconvenience caused while we take our sites off line during the transition,” said Alex McGowan, Cathay Pacific General Manager Sales & Distribution in a media release.

Cathay Pacific will operate its normal flight schedule over the weekend of the website change as the upgrade will not have any impact on aircraft systems. Airport services and facilities and Reservations and Service Centre hotlines will also be unaffected by the website outage. All personal and transactional data will be safeguarded during and after the upgrade.

Passengers travelling during the stoppage period are advised to bring a copy of their electronic ticket or boarding pass to the airport. Passengers can check in online and pre-print their boarding passes 48 hours before their flight departure and until 23:00 hours Hong Kong time (15:00 GMT) on Saturday, 22 June, but not during the actual stoppage period. No increase in queuing times at the airport is anticipated, but passengers may still wish to arrive at the airport earlier than normal.

