

Cathay Pacific appoints Spafax as exclusive media sales representative



Cathay Pacific selects Spafax as exclusive media sales representative

[Cathay Pacific](#) has appointed [Spafax](#) as its exclusive media sales representative. Under the new agreement, Spafax will lead the commercialization of advertising opportunities across Cathay Pacific's omni-channel media ecosystem, delivering a single, integrated platform for brands to connect with one of the world's most premium travel audiences.

The partnership spans inflight entertainment, onboard publications, digital channels and experiential formats, enabling advertisers to activate cohesive, high-impact campaigns across the entire passenger journey. Announced ahead of Cathay Pacific's 80th anniversary in 2026, this fresh and thoughtful commercialization strategy will support the airline's enduring legacy of delivering exceptional service, and underscore its commitment to creating value for customers and partners alike.

The appointment reflects a strategic alignment between Cathay Pacific and Spafax. Together, the two companies will develop innovative advertising solutions that balance commercial performance with the integrity of the passenger experience.

By combining Cathay Pacific's global reach and highly engaged audience with Spafax's media intelligence and advertiser relationships, meaningful brand engagement will be encouraged while supporting Cathay Pacific's broader media and commercial objectives.

"This partnership signals an exciting new phase for Cathay Pacific's media offering," said Agnes Law, Vice President APAC at Spafax. "Cathay Pacific is one of the world's most respected premium airlines, and we're very pleased to work together to develop a unified, future-ready media platform that delivers substantial value for advertisers while enhancing the overall passenger experience."

"Cathay Media has long been a trusted platform for brands looking to connect with one of the world's most affluent and influential travel demographics. Anchored by its tripod strategy — Deep Roots in Hong Kong, Proudly Part of China, Connecting the World — the platform serves as a powerful gateway for brands seeking to engage with both international audiences and consumers across the Chinese Mainland," she added.

Also commenting on the partnership, Jenna Yu, General Manager, Lifestyle Products at Cathay Pacific said, "Spafax brings deep expertise in travel media and a strong understanding of how brands want to engage with premium audiences. Their global scale, data-driven approach, and creative capabilities make them a strong partner as we continue to evolve our media ecosystem and offer advertisers compelling ways to connect with our customers."

Passengers flying Hong Kong's flag carrier can already expect to engage with new media campaigns, featuring their favorite luxury brands. New programs are now rolling out across Cathay Pacific's 200 routes and media channels.