

Philippine Airlines advances modernization while strengthening brand identity

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Economy Class cabin onboard Philippine Airlines

As competition intensifies across the Asia Pacific region, [Philippine Airlines](#) is advancing a strategic vision centered on modernization, consistency and a renewed expression of its Filipino identity. For Marketing Vice President Alvin Miranda, the evolution is as much about elevating the technical backbone of the fleet as it is about strengthening the emotional core of the brand.



Alvin Miranda, Marketing Vice President, Philippine Airlines

Philippine Airlines has long been anchored in its reputation for warmth and care. Now, the airline is entering a new phase in which that philosophy is reinforced by technology, design and data. Miranda describes the approach as a harmonization of the entire passenger journey.

"Philippine Airlines takes pride in the heartfelt hospitality that has long defined our brand, and we are committed to making sure that level of care is felt on every flight," he tells *PAX International*.

Central to this strategy is an ambitious fleet modernization program. It includes next-generation aircraft equipped with upgraded cabin products, expanded entertainment options and enhanced connectivity. The carrier is pairing these investments with service refinements designed to ensure a consistent and resilient experience, one that meets expectations of global travelers while maintaining the airline's own cultural distinctiveness.

"We are combining technology with genuine Filipino care to deliver a world-class airline experience," Miranda says.

Forging meaningful partnerships

Inflight dining is another opportunity to showcase this heartfelt hospitality.

"At Philippine Airlines, we offer inflight meals featuring authentic Filipino dishes, along with international options for more variety," Miranda says.

The airline's menus feature all-day dining options, Filipino-inspired cocktails and curated wine selections. With a meal-planning process driven by responsiveness and cultural awareness, the offerings aim to resonate with a broad passenger base.

“This careful balancing act ensures every passenger—from first-time visitors to returning locals—feels a connection to home or discovery through every bite,” he says.

The brand’s new amenity program, Care Essentials, extends this philosophy to the smallest details. The kits are designed to feel purposeful, reinforcing the airline’s identity through texture, design and utility.

“Each element blends practical comfort with details that reflect Filipino craftsmanship,” Miranda says.

Strategic partnerships play a significant role in elevating the onboard experience. Collaborations with local artisans and culinary experts add authenticity and cultural expression across amenities and dining.

“Our vision centers on forging meaningful partnerships with local brands that exemplify Filipino excellence,” Miranda explains.

Readiness for change

As the airline grows, its leadership strategy includes preparedness for a volatile global market. For Miranda, readiness is rooted in adaptability and data-driven decision-making. Investments in skills, systems and customer-centric processes support Philippine Airlines’ pursuit of profitable growth and long-term resilience.

“We are committed to improving continuously. Our priority is the passenger, and we back that up with disciplined execution. This keeps our business resilient, helps us grow sustainably and builds lasting loyalty,” he says.

As Philippine Airlines advances its modernization efforts, it is redefining what it means to be a full-service carrier in Asia Pacific. With a blend of technological ambition and cultural intention, the airline is positioning itself to lead through disciplined innovation an operational strength.



A Business Class seat rendering