

Terms and Conditions

GENERAL

1. The Promoter of this competition is Cathay Pacific Airways Ltd, C/- Level 29, Tower One, 100 Barangaroo Avenue, Barangaroo, NSW 2000, Australia.
2. Information on how to enter the “Sell big to win: Sell Cathay Pacific and win your way to the Hong Kong Sevens” forms part of the conditions of entry. Entry into the competition is deemed acceptance of these Terms and Conditions.
3. If there is any inconsistency between these Terms and Conditions and anything else that refers to this competition, these Terms and Conditions will prevail.

WHO CAN ENTER

4. Entry is eligible to Australia-based leisure travel agents who:
 - I. Hold a valid IATA number and PCC
 - II. Maintain a physical office in Australia
 - III. Book and ticket revenue Cathay Pacific tickets originating from Australia between 16 February – 31 March 2026.
5. Participation is limited to one registration per PCC.
6. The travel agent entering the competition confirms they have discussed their participation with their manager and obtained approval both to enter the competition and to receive the competition prize should they win.
7. Cathay Pacific Airways employees and their immediate family members are not eligible to enter.

WHEN TO ENTER

8. The competition commences at 12:01 AM (AEDT) on 16 February 2026 and concludes on 31 March 2026 at 11:59 PM (AEDT). Registration and entries must be received by the Promoter prior to the competition close date and time.
9. Travel agents must be registered on the Cathay Agents Portal and must submit the online competition registration form on or before 11:59 PM (AEDT) 31 March 2026.
10. The Promoter accepts no responsibility for any late, lost or misdirected entries due to technical disruptions, network congestion or for any other reason.

HOW TO ENTER

11. Travel agents should enter the competition by:
 - I. Registering on the Cathay Agents Portal to become a Cathay Agent
 - II. Submitting the online competition registration form
12. Eligible agents earn entries based on ticket issuance during the competition period (16 February – 31 March 2026) as follows:
 - I. 1 entry per Economy class return or one-way ticket issued originating from Australia to any destinations
 - II. 2 entries per Premium Economy class return or one-way ticket issued originating from Australia to any destinations

- III. 2 entries per Business class return or one-way ticket issued originating from Australia to any destinations
- 13. All entries are tallied using Cathay Pacific internal systems based on the IATA/PCC submitted at registration.
- 14. Cathay Pacific Airways collects personal information from entrants to conduct the competition. Personal information is collected, used, and disclosed in accordance with the Cathay Pacific Privacy Policy:
https://www.cathaypacific.com/cx/en_AU/legal-and-privacy/customer-privacy-notice.html

HOW TO WIN

- 15. A total of six winning agents will be selected from Australia:
 - I. Three winners will be determined by the highest total ticket volume during the competition period (16 February 2026 – 31 March 2026).
 - i. In the event where two or more eligible agents achieve the same number of eligible tickets, the winner will be the agent who first reached that highest total, as evidenced by the earliest ticket-issue date in Cathay Pacific's ticketing record.
 - ii. If a tie persists after applying the foregoing, the agent with the earliest valid competition registration timestamp wins.
 - II. Three winners will be determined by the highest Year-over-Year increase in the absolute number of tickets issued during the competition period, compared with the same period in 2025.
 - i. Competition period: 16 February 2026 to 31 March 2026
 - ii. Benchmark period: 16 February 2025 to 31 March 2025
 - iii. A minimum of 50 tickets must have been issued (under the PCC in the registration) during the benchmark period to be eligible.
 - III. All six winning agents must come from six unique PCCs, meaning no duplication will occur.
- 16. Bookings that are ticketed and subsequently refunded, suspended, voided, or redemption tickets are not eligible. Only the first issuance of any valid reissued ticket will be counted.

COMPETITION PRIZE

- 17. Each winning agent will receive a place on a travel agent familiarisation trip to attend the Cathay/HSBC Hong Kong Sevens between 17–19 April 2026, which includes:
 - I. One return Economy class ticket on Cathay Pacific Airways, departing from the agent's nominated Australia online ports (SYD, MEL, BNE, PER) to Hong Kong.
 - i. Cathay Pacific Airways will notify the winning agents the flight details.
 - ii. The flight dates are to be determined by Cathay Pacific
 - iii. Australia – Hong Kong flight date will be on 16 April 2026
 - iv. Hong Kong – Australia flight date will be on the 20 April or 21 April 2026, depending on the nominated Australia online port.

- II. Four nights of hotel accommodation in Hong Kong between 16 – 20 April 2026.
 - III. Selected Hong Kong experiences organised by Hong Kong Tourism Board.
18. Each winning agent is required to pay a Cathay participation fee of AUD500 to Cathay Pacific Airways, covering fuel surcharges and taxes associated with the winning agent's flight ticket.
 19. The winning agent will be responsible for travelling at their own cost and by their own means to and from the nominated Cathay Pacific Airways online port in Australia (Sydney, Melbourne, Brisbane, or Perth) to commence the prize travel.
 20. Cathay Pacific Airways will not cover or reimburse any domestic travel, transfers, additional accommodation, or related expenses required for the winning agent to reach the nominated departure Australia online port.
 21. Travel insurance, spending money, additional expenses, passports, visas, some meals, transfers, and any required domestic connections are the sole responsibility of the winning agent.
 22. The six winning agents will be announced on or before 10 April 2026, and attempts will be made to notify the winning agents by email or phone using the contact details provided on the competition registration form.
 23. The prize package is not transferable, not exchangeable, not redeemable for cash, and is non-refundable. All travel is subject to Cathay Pacific Airways Conditions of Carriage.
 24. Prize travel is not eligible to accrue Asia Miles, Status Points, or any other frequent flyer benefits. The tickets cannot be upgraded or used for companion redemption, and no tier status credit will apply.
 25. Cathay Pacific Airways reserves the right to modify the competition or prize details while maintaining the integrity of the entry and winner-selection process. Cathay Pacific Airways may substitute elements of the prize such as flights, hotel, or experiences due to operational or partner constraints.
 26. Cathay Pacific Airways reserves the right to disqualify any agent who engages in fraudulent behaviour, violates fare rules, books speculative or duplicate tickets, manipulates itineraries for the purpose of generating entries, or breaches any competition requirement.
 27. Any tax implications arising from acceptance of the prize are the responsibility of the winning agent.
 28. Cathay Pacific Airways assumes no responsibility for any error, omission, interruption, delay in operation, communication failure, theft, destruction, or unauthorised access to or alteration of entries. Neither the promoter nor any party associated with the competition shall be liable for any loss, damage, or personal injury suffered in connection with participation or acceptance of the prize package.
 29. By participating, the winning agent agrees that their name, agency name, and footages taken during the prize package may be used in post-competition marketing or promotional content created by Cathay Pacific Airways or its partners.