

Seating

Contents

I. Seat Reservation Guide – after the Launch of New Economy Fares	2
II. General rules and conditions	5
III. Refund	6
IV. Frequently asked questions	7
V. Extra Seat	9

I. Seat Reservation Guide – after the Launch of New Economy Fares

22 Sep 2021

The new Economy fares will officially roll out from 2021 Q3 / Q4 to 2022 Q1 gradually by market. Free seat assignment will no longer be based purely on booking subclasses (RBDs). Seat booking process may be changed via your GDS booking portal. Please read below carefully.

Reserve seats in advance can make a difference to the inflight experience of your customers. While travelling with us in Economy class, they can ensure they will be sitting with friends or family, or simply secure preferred seats without having to wait until the check-in period.

We offer advance seat reservations to our passengers on Cathay Pacific operating flights, either for a fee or free-of-charge.

Existing Fare Family Structure (3rd and 4th fare basis code shown as “ZZ”)

Applicable to the itineraries originated from markets not yet rolling out the New Economy Fares

Seat types/Booking subclasses	First (F,A) Business (J,C,D,P,I) Premium Economy (W,R,E)	Economy (Y,B,H,K,M,L,V)	Economy (S,N,Q,O)
Regular Seats	Free	Free	For a fee
Extra Legroom Seats	N/A	For a fee	For a fee

New Economy Fares Structure (3rd and 4th fare basis code shown as “21”, “31”, or “41”)

Applicable to the itineraries originated from markets which rolled out the New Economy Fares

Seat types/Fare brands	Light (“21”)	Essential (“31”)	Flex (“41”)
Regular Seats	For a fee	Free	Free
Extra Legroom Seats	For a fee	For a fee	Free

Note: Seat assignment for First, Business, and Premium Economy Class remain free of charge

For more details, please log-in to www.cxagents.com



For pricing, please refer to GDS displays or our NDC API message responses.

The following passenger categories will receive Regular Seat assignment for free even if they purchased a fare booked in S, N, Q, O classes (existing system), or a Light fare (new system):

1. Marco Polo Club members (Silver or above) and their accompanying passengers in the same booking
2. Oneworld members (Ruby or above)
3. Passengers with Infant (INF,INS) or Child (CHD) in the same booking
4. Incapacitated passengers with confirmed special assistance services (SSR) in the booking

The following passenger categories will receive Extra Legroom Seat assignment for free on any Economy subclasses (existing system), or a Light/Essential fare (new system):

1. Marco Polo Club members (Silver or above)
2. Oneworld members (Ruby or above)

Flex fare bookings (new system) may book Extra Legroom Seat for free via GDS after ticketing. For free Extra Legroom Seat assignment for frequent flyers, please ask your customer to sign-in Manage Booking on our website or contact our Customer Care hotline for arrangement. Reserving on GDS is always chargeable.

Note that the system can only provide standard seat pricing and unable to assess the fee exemption until you have priced and ticketed the flight itinerary. Hence, even though the customers may be eligible for a free Regular Seat, the entire seat map is shown as chargeable and the booked seat will be subject to an EMD issuance deadline.

Once the flight booking is ticketed, even if the passenger is eligible for a free seat for the chosen fare brand, you may be required to cancel the previously held seat and rebook the seat as some GDSs do not support seat re-pricing. Therefore, we strongly recommend reserving a seat after flight booking is priced and ticketed to avoid managing multiple deadlines and confusion.

Best Practice:

Reserve a seat after the flight booking is priced and ticketed to avoid managing multiple deadlines and confusion.

Unaccompanied Minor (UMNR) will be seated in a special zone for extra care at time of check-in. Please do not request seats in advance for UMNR passengers.

Quick guide to book a seat

Book a seat after flight itinerary has been priced and ticketed.

For more details, please log-in to www.cxagents.com



1. "Chargeable" indicator/colour is displayed on the chargeable seat map.
2. Select the preferred seat(s).
3. Price the seat charge for the selected seat if you are using a Cryptic display or mouse over for pricing on Graphical User Interface mode.
4. Ancillary service time limit (ADMD/OPC) will be generated after End of Transaction (EOT) command.
5. Issue the EMD-A to secure seat before the ancillary service time limit

II. General rules and conditions

22 Sep 2021

1. Seats are subject to availability and offered on a first-come-first-serve basis.
2. You may reserve seats up to 1 hour prior to scheduled flight departure time.
3. Free seat eligibility is assessed after the flight itinerary is priced and ticketed.
4. Chargeable seats may be subject to cancel until an accountable document (EMD) is issued and provided that the flight booking remains active and ticketed.
5. Free seats are subject to cancel if the flight booking is cancelled or not ticketed before the ticket time limit.
6. Seats may be reassigned if passengers fail to check in 20 minutes before airport counter closed and no refund will be arranged.
7. Seats may be reassigned due to operational, safety, or security reasons. In such involuntary situations, refund of the amount originally charged is permitted. For details about Refund, please refer to Refund section below.
8. Most Extra Legroom Seats may only be booked by passengers meeting the exit row safety requirements. Please refer to the Safety Requirements of Extra Legroom Seats section for details.
9. Your customer will not be able to print boarding pass online after online check-in if there is unpaid chargeable seat product in the booking.
10. Please contact Cathay Pacific local sales or our Customer Care hotline if you are unable to book a seat and issue EMD for your customers. If the seats are reserved and paid via Cathay Pacific offices, all subsequent changes can be handled by Cathay Pacific offices only. Please remind your customers accordingly.
11. You shall carefully handle your customer's seat arrangement. For example, if you changed the passengers' paid seats without their consent, resulting them in not getting their preferred seats at the airport and requires Cathay Pacific to reassign other passengers to accommodate, Cathay Pacific reserves the right to issue ADM against your travel agency.
12. Cathay Pacific reserves the right to issue ADM against your travel agency if you, by any means, abuse the seat inventory and pricing. Our revenue integrity system and team will screen and detect any misconduct.

III. Refund

22 Sep 2021

All paid seats are non-transferrable, non-refundable, and non-rerouteable with the following exceptions:

- If the flight is changed due to disruption.
- The flight is cancelled by Cathay Pacific Airways.
- A connecting flight operated by Cathay Pacific is missed because of delay of a previous Cathay Pacific operated flight.
- The selected Extra Legroom Seat is no longer available once your customer changed to a different flight.
- If seat is changed due to operational, safety, or security reasons and we are unable to offer your customer a suitable alternative seat. This excludes passengers who do not fulfill the necessary safety requirements listed under Remarks section and are reassigned to other Regular Seats at check-in and boarding.
- If your customer chooses to upgrade to a higher cabin class after winning an Upgrade Bid or by paying a fare difference.
- If your customer chooses to upsell to a higher fare brand that comes with free seat reservation.

Refund will be made in the amount originally charged at the time of purchase.

Refund Procedure:

A Refundable Application Form (RAA) from BSP Link (or an equivalent form in My ARC for the US market) shall be submitted to the Airline office with evidence provided when Refund circumstances are met. Please attach the supporting document such as PNR record/history, boarding pass for verification when submitting the RAA.

- Paid seat must be removed from the passenger record before refunding of BSP EMD-A.
- The EMD-A must be disassociated from ETKT to avoid the coupon being lifted with ETKT, otherwise the BSP EMD-A with final status code is irreversible and will prohibit further actions from being taken.

Passenger should contact the travel agent to apply refund when the EMD is issued by travel agent. In case passenger contacts Cathay Pacific directly, Cathay Pacific will advise the passenger to contact the issuing agent for refund application.

IV. Frequently asked questions

22 Sep 2021

1. How much do Regular Seats and Extra Legroom Seats cost?
As seat pricing may be subject to change from time to time, please refer to GDS displays and our NDC API responses for latest pricing.
2. Are paid seats transferable to other passengers?
No. All paid seats are non-transferrable.
3. Can I void the EMD-A for paid seats?
Similar to ETKT, the issuing office can void the EMD-A on the same calendar day of issuance, and before closure of sales, and the EMD-A remains open for use. The paid seats must be removed from the passenger booking before or right after the EMD-A is voided.
4. How do I compute the 'Ancillary Service Time Limit'?
The service time limit varies between products and passenger categories. Please observe the deadline in the passenger booking.
5. My customer has purchased an Extra Legroom Seat for his/her outbound journey. Can he/she use it for the inbound journey instead?
The EMD-A must have the same route as the associated ETKT. Reroute is not allowed.
6. My customer would like to change from an Extra Legroom Seat to another Extra Legroom Seat in the same flight. How should I proceed?
Whenever the seat is available, you can proceed the seat change in the GDS without the need of exchange/reissue EMD-A provided that the seat type and price are the same.
7. My customer has purchased an Extra Legroom Seat on a specific flight/date. Now the customer requests to change to a different flight and secure an Extra Legroom Seat. Should I refund the original EMD-A and issue a new one?
Yes, you may, or alternatively, you can reassociate the original EMD-A to the new flight segment.
8. My customer has purchased a Regular Seat. Later on, he/she requests to change to Extra Legroom Seat on the same flight/date. Can he/she just pay the fare difference for the seat change?
Yes, you should refund the EMD of the Regular Seat in full amount and remit full payment of the Extra Legroom Seat and associate a new EMD-A to the booking. You can simply charge your customer the fare difference.
9. My customer has purchased an Extra Legroom Seat and then requests to change to a chargeable Regular Seat. Is there any refund?
In any circumstance, there is no refund when passengers voluntarily downsell to a cheaper seat product.
10. Can a passenger request for a refund on the price difference when the current seat charge is lower than the time of the seat purchased? On the contrary, does the passenger need to pay the difference when the current seat charge is higher than the time of the seat purchase?
Seat price is based on the time of the original request. Therefore, if the price goes up later before flight departure, Cathay Pacific will not ask for the price difference, and vice versa, the airlines will not refund the price difference if the price goes down before flight departure.

11. If a customer bought a paid seat on the airlines' website, can the agent modify or make subsequent changes for the customer in the GDS?
No, the agent cannot modify his/her seat through GDS. Passenger can change to another paid seat (same seat type and price) in Manage Booking within the same flight (subject to availability). If the change involves flight/date change or seat type change, please contact Cathay Pacific Customer Care for seat rearrangement. (Flight/date change is subject to fare rules)
12. My customer has purchased a paid seat. Is it possible to change the seat during online check in?
Yes, passenger is allowed to change the seat during online check in. However, since it is a voluntary change, refund will not be permitted.
13. A Marco Polo Club Silver member holding a Light fare ticket is entitled to free seat assignment. However, the Silver member is later downgraded to Green status and he/she requests to change the seat again. What should the agent do?
Paid Seat exemption is subject to the Marco Polo Club membership tier at the time of request. If the Marco Polo Club member status is changed to Green status after securing the seat for free, the original seat request will remain free. For any new request after membership status has changed, it is subject to the charge. Similar policy applies to companion(s) of the member who travel together.
14. My customer is a Marco Polo Club Green member and he/she needs to pay for purchasing the Regular Seat. What is the handling procedure when my customer is being upgraded to Silver member later?
Paid Regular Seat exemption is subject to Marco Polo membership tier at the time of request. If the Marco Polo member status has changed and is now eligible for a free Regular Seat, the original charges for the seat request that has not yet flown is non-refundable. Similar policy applies to companion(s) of the member.
15. My customer has purchased a Regular Seat when he/she booked a Q class fare (existing system)/a Light fare (new system). Now my customer has upsold to a M class fare (existing system)/an Essential fare (new system) which he/she is entitled to have a free seat. Can he/she use the Paid Regular Seat amount to offset part of the upselling surcharge? (new system)
Passenger can apply for a refund on the paid Regular Seat after upselling to higher fare brand in the same PNR. As the travel agent, it is at your discretion to reimburse the customer in the same transaction while you wait for Cathay Pacific to process the refund.
16. If a Gold member is no longer travelling with his/her companion(s) (i.e. cancel booking, split bookings, or change to a different travel flight/date), does seat charges apply to his/her companion(s) and how to collect?
Free-of-charge seat reservation is available only when the exempted member is travelling with the companion(s) within the same PNR. If the exempted passenger is no longer traveling with the companion(s), the seat reservation for the companion(s) will become chargeable. Please cancel, rebook, and reprice the seat in the PNR. If the agent fails to charge and issue an EMD for the companion(s), Cathay Pacific reserves the right to issue an ADM against the travel agency.

V. Extra Seat

27 Apr 2022

Passengers may request an extra seat for their own comfort or for medical reasons. If your passenger is willing to pay we can instantly confirm the request. If the request is being made due to a medical reason it is subject to medical clearance under current MEDA procedures.

Note: Any request of an extra seat for cabin bag other than musical instrument and diplomatic bag will not be accepted.

If one ET is to be issued to cover the fares for passenger himself and the extra seat, the passenger name on ET must be passenger 's own name, i.e. the name without "EXST".

Fare Information

- Upon request and advance arrangement, CX permits the exclusive use of two seats by a passenger, subject to payment of two applicable fares, for the points between which the two seats will be used.
- The free baggage allowance for such passenger will be twice the normal allowance.
- The applicable fare for the additional seat is the fare that would have been charge to a passenger occupying such seat for that journey at the time of booking the additional seat.
- Charges for a passenger occupying extra seats:
The additional charge for a second seat requested by a passenger must not be less than the applicable fare paid by the passenger for the first seat.

How to book an extra seat for a passenger

- Create the PNR in the GDS with total number of seats requested.
- Enter extra seat passenger name and SSR with the following format.
 - Input "EXST" together with passenger name in one name field.
 - Add SSR EXST element with associated passenger during PNR first creation
 - When the booking class is eligible for Advance Seat Reservation (ASR), please book ASR of passenger and EXST together in one ASR entry.
 - Issue one ET to cover passenger and the extra seat fare

Example of EXST name , SSR EXST and ASR enties of Passenger Mr Mark Smiths booked on Y class, requested an EXST and want to be seated at 40A and 40B

GDS	Step 1: Input EXST in name element	Step 2: Add SSR EXST element	Step 3: GDS entry to book the seat
Abacus	-2SMITHS/MARKMR/EXST	3EXST1/OVERSIDED-1.1	4G1/40A40B-1.1,1.2

Amadeus	NM2SMITHS/MARKMR/EXST	SR EXST-OVERSIZED/P1	ST/40AB/S1
Apollo	N:2SMITHS/MARKMR/EXST	@:3EXSTN1-1/OVERSIZED	9S/S1/40AB
Axess	-2SMITHS/MARKMR/EXST	31S1EXST NN1*AAA	-
Infini	-2SMITHS/MARKMR/EXST	3EXST1/OVERSIZED-1.1	4G1/40A40B-1.1,1.2
Galileo	N.2SMITHS/MARKMR/EXST	SI.P1/EXST*OVERSIZED	S.P1-2S1/40A.B
Sabre	-2SMITHS/MARKMR/EXST	3EXST1/OVERSIZED-1.1	4G1/40A40B-1.1,1.2
Travelsky	NM2SMITHS/MARKMR/EXST	SSR EXST CX NN1-OVERSIZED/P1/S3	ASR:3/HKGTPE/40AB/P1/2
Worldspan	-2SMITHS/MARKMR/EXST	3S1N1.1EXST OVERSIZED	4RS1-1.1/1.2\$40AB

DON'T book an extra seat for a passenger in below format or step

- Add SSR EXST after PNR creation. After migration, system will not update the newly SSR EXST request after PNR creation.
- Input EXST in name field with different entries or invalid format

Unacceptable EXST name	GDS Entry (Abacus)
1/ Input Pax name and EXST with 2 entries	-1SMITHS/MARKMR -1SMITHS/EXST <--X
2/ Include pax name with EXST	-2SMITHS/MARKMR/MARK EXST <--X

- Associated SSR EXST to wrong passenger ID

Unacceptable EXST requested	GDS Entry (Abacus)
1/ Associate SSR EXST to pax name "EXST"	1.1SMITHS/MARKMR 1.2SMITHS/EXST Entry : 3EXST1/OVERSIZED-1.1 <--X
2/ Associate SSR EXST to wrong pax name.	1.1SMITHS/MARMR 1.2SMITHS/EXST 2.1SCOTT/WILLIAMMR Entry : 3EXST1/OVERSIZED-2.1 <--X