CATHAY PACIFIC ELEVATED FIRST CLASS SERVICE IS BACK

News / Airlines

As Cathay Pacific continues to add more flights and more destinations for its customers, the airline's elevated First class service is also making its much-anticipated return, initially on select flights to and from London Heathrow followed by Paris and Tokyo (Haneda) over the coming months. Since 5 and 6 December, customers can now travel First class with Cathay Pacific on the airline's prime daily London Heathrow flight, CX251/CX252 respectively. This coincides with the addition of even more flight frequencies to and from London Heathrow.

First class will then be returning to Cathay Pacific's Paris flight CX261/CX260 from 18 January 2023, followed by its Tokyo (Haneda) flight CX548/CX549 from 1 February 2023.

General Manager Customer Experience and Design Vivian Lo commented: "We are extremely excited to be bringing back our First class service after an extended absence as the world's appetite for travel comes roaring back. We know our customers have been eagerly anticipating being able to fly First class with us again, and we are delighted to be offering it on routes that we

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know are incredibly popular with them. We are very proud of the elevated First class experience we provide, which has been thoughtfully curated to offer our customers a bespoke journey centred on enjoying inspired flavours, calming fragrances and refined textures whenever they travel. We very much look forward to welcoming our First class customers on board and delivering the very best of what Cathay Pacific has to offer."

A celebratory cellar

To mark the return of its First class service, Cathay Pacific is introducing a celebratory limited edition Krug 2004 Vintage Champagne from the House of Krug as well as a special celebratory edition of Blanc de Lynch-Bages 2018 and Château Lynch-Bages 2000 – both superb vintages from Bordeaux. Available in First class on flights to and from London in December, this special offering celebrates Cathay Pacific's long-standing partnerships with House of Krug and Château Lynch-Bages, with whom it has partnered since 1986 and 1989, respectively.

In addition to the airline's extensive wine cellar, beverage options also include teas from JING, cold pressed juices from Bless and the airline's own Betsy craft beer produced by expert Hong Kong brewery, Gweilo Beer.

A fresh take on fine dining

Cathay Pacific's First class service allows customers to dine at their preferred time choosing from a wide variety of fresh flavours and contemporary dishes that include not just hearty favourites, but more nutritious wellness options and authentic Hong Kong dishes.

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The airline has sourced some of the best ingredients from producers that support sustainable and ethical practices. This includes award-winning pork from Dingley Dell Farm, certified sustainable Nordic Skrei cod, organic free-range eggs from Sunny Queen Farms in Australia, and more.

Customers flying First class from Hong Kong before 31 December will also be able to enjoy Cathay Pacific's special Christmas-themed menus.

The First class dining service is complemented by contemporary tableware, including chinaware from Noritake, cutlery from Robert Welch and restaurant-range wine glasses from Riedel.

Soft bedding and premium amenities

Cathay Pacific has also partnered with Bamford to provide First class passengers with exquisite bedding and amenities, including 600-thread-count sustainably sourced cotton bedlinen, men’s and women’s natural skincare products, and amenity kits.

Customers can also select their choice of pillow from the pillow menu and when they are ready for their turndown service, cabin crew will transform their space into the softest bed in the sky. This starts with laying down their mattress and duvet, followed by their pillow of choice with lavender-scented Bamford Pillow Mist. A cotton sleep suit, slippers and eye mask from Hong Kong brand PYE completes the sensory experience.

Superior service

To offer customers an even more elevated First class experience, Cathay Pacific has its Premium Ambassador programme. Working with Hong Kong hotel The Upper House, the programme provides specialised hospitality training for Cathay Pacific’s cabin crew to enable them to become ambassadors for its elevated First class offering.

All these elements come together to relax the mind, body and spirit, and give customers a complete, personalised journey as lavish as any experience they would enjoy on the ground.

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