

## Changi Airline Awards 2014

### *Partner of the Year*

*The Partner of the Year Award, launched in 2010, gives special recognition to a key partner that has worked closely with Changi Airport Group (CAG) over the past few years and made a substantial contribution to the growth and development of the air hub at Changi Airport. Depending on merit, there could be more than one Partner of the Year award in a given year.*

The Changi Airline Awards 2014 *Partner of the Year* award goes to **China Eastern Airlines** for its strong partnership with CAG and its commitment to grow and strengthen Changi Airport's passenger throughput and connectivity to China.

China is the fifth largest source of passenger traffic for Changi Airport last year, with a total of 4.64 million passengers travelling between Singapore and China, a 6.4% increase compared to 2012. Of the 13 airlines plying this route, China Eastern Airlines is the largest Chinese carrier contributing to more than 650,000 passengers in 2013 alone. Over the past five years, the number of passengers served by the airline has increased at a compounded annual growth rate of more than 10%.

Singapore is also China Eastern Airline's largest overseas station in Southeast Asia and its fourth largest worldwide. Over the year, CAG has seen a strong commitment from the airline in not just maintaining its Singapore-China services, but also developing sustainable long-term growth by continually exploring new city links.

Bridging Changi's connectivity to key emerging secondary cities, China Eastern Airlines launched new services to Singapore from Nanchang and Wuxi in 2013 – two new city links that have expanded Changi's network, making it the most connected airport in Southeast Asia to China. Serving a total of six destinations in China from Singapore, the airline presents one of the largest networks among Chinese carriers operating at Changi Airport.

Beyond adding new city links, China Eastern Airlines also demonstrated a strong willingness to invest in upgrading its existing hardware so as to optimise business performance. The airline recently embarked on a major effort to upgrade its aircraft on the Shanghai-Singapore route. It now flies two wide-body B767s and two A330s for its four daily services. This translates to a 22% increase in overall weekly seat capacity on the route.

China Eastern Airlines has also worked closely with CAG to promote travel at consumer fairs and trade shows held in Singapore and China. For activities held in China, the airline played a major role in event organisation, leveraging its strong influence over the China travel trade and inviting key partners' participation to these events.

On the service front, China Eastern Airlines took innovation and customer service up a notch by being the first Chinese carrier to offer its own VIP lounge for passengers at its downtown ticket office.