

The PALiner

Philippine Airlines' Official Publication

July 2024



NEW HOME, NEW BEGINNINGS

PAL welcomes everyone to its new headquarters

IN OTHER STORIES:

**BACK
TO BLACK**
PAL declares a
full-year profit

**FLYING
WITH HER**
Up-close on the historic
“fly-along”

**IN IT FOR THE
LONG-HAUL**
Going strong at 41
for Gen San's Man

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Chairman's Corner



Having achieved a landmark financial performance in 2023, we are now strategically utilizing our profits to enhance our fleet, network, products and services to ensure that our Philippine Airlines continues to achieve market leadership and sustainable growth:

- We took in an additional Boeing 777-300ER, now serving our transpacific routes, and entered into a temporary wet lease agreement with Wamos for two Airbus A330-200s to serve our Sydney and Melbourne routes, supporting incremental growth and maintaining excellent on-time performance.*
- We are completing structural and interior renovations of our Mabuhay Lounges in key airport locations nationwide, as well as upgraded our Customer Relationship Management system, aimed at offering a more responsive, personalized service to our frequent flyers and all PAL passengers.*
- Moreover, we gave priority to taking care of you – our PAL and PAL Express personnel. You are our greatest asset, the custodians of our future. We were able to share with you the blessings from our financial earnings, to reward your excellent performance and offer well-being initiatives and paid incentives that you rightly deserve.*

As we move into the second half of 2024, amidst the myriad of industry challenges such as rising costs and supply chain issues, we remain committed to a strategic allocation of our resources to support our growth initiatives. Notable highlights:

- We continue to upgrade our cabins with the refurbishing of 18 Airbus A321CEO airplanes to feature improved seats, cabin amenities, advanced seatback inflight entertainment systems, and onboard Wi-Fi access.*
- We have reintroduced flights between Clark and Basco to make the Batanes region more accessible to travelers while opening opportunities for residents to explore destinations across the country. We continue to make network adjustments to shift resources in favor of better performing routes or respond to market changes, as we did when we recently suspended Cebu-Baguió services and increased Manila-Toronto and Manila-Honolulu flights.*
- We eagerly look forward to the launch of nonstop flights between Manila and Seattle from October 2023. This first direct connection between the Philippines and the U.S. Pacific Northwest will boost business and leisure travel for U.S. visitors, promote the Philippines as a prime tourist and business destination, and facilitate travel for Filipinos visiting or exploring the U.S.*
- Our company emerged as one of the Philippines' top 10 consumer brands in a ranking survey of over 1,200 Southeast Asia companies conducted by Campaign360 and Milieu Insight. PAL was the only travel brand in the top 10, scoring high on quality of services, buying experience, customer service and trustworthiness.*

As we build on these accomplishments, we are acutely aware of the significant challenges in our industry, where intense competition and volatile economic conditions are the norm. We must strive to remain competitive by managing our costs effectively — I have directed our Management team to take a closer look at this in the coming weeks and months. I encourage everyone to support the measures and changes that they will initiate to ensure the organization's continued success.

We remain hopeful and determined while grounded in a thoughtful awareness of the risks and obstacles along the way. I challenge everyone to stay resilient as we face the coming headwinds. Let us continue to innovate together to ensure a prosperous future for our company and all its stakeholders.

My sincere gratitude to all of you, dear colleagues. Mabuhay!

Dr. Lucio C. Tan

Chairman and Chief Executive Officer

Catching Up with Captain Stan

See You, Seattle

Last April 2, we announced to the world a piece of news many have been waiting for. Philippine Airlines becomes the first carrier to link Manila and the bustling city of Seattle with a non-stop, thrice-weekly service with the Boeing 777-300ER.

The Pacific Northwest city has become the sixth destination in the United States and eighth in North America. PAL has become the largest airline with the most non-stop flights as it joins San Francisco, Los Angeles, New York, Honolulu, and Guam.

240,000 Filipino Americans will no longer be sleepless as we bring Filipinos visiting family and friends in Washington and Oregon, closer to the motherland. Ranking fourth in the United States, Seattle, a high-tech business hub and thriving port city, is the gateway to various population centers in the states of Washington and Oregon, including Portland, Salem, Spokane, Tacoma, and Eugene. The city is also well-connected to other U.S. mainland cities, including Chicago, Houston, Las Vegas, and Washington D.C., through its airline partners.

Alongside the new route, we're proud to announce the addition of another Boeing 777-300ER to our fleet. This aircraft, accommodating 26 passengers in Business Class in a 1-2-1 configuration and 368 in Economy in a comfortable 3-3-3 layout, is a testament to our commitment to serving the growing trans-Pacific market. We're here to ensure your journey is comfortable and secure.

But wait, there's more! We have exciting announcements lined up for the coming months. Stay tuned for more updates and surprises.

Thank you, and God bless you and your families.



Capt. Stanley K. Ng

President and Chief Operating Officer

Poised for Growth: PHI Hikes Capital to PHP 30B

PAL continues to climb further with the increase in approved capital stock. Through its parent unit, PAL Holdings Inc., the flag carrier was given the approval to raise its capital stock from PHP 13.5 billion to PHP 30 billion.

In a disclosure made to the Philippine Stock Exchange (PSE), the holding company has secured approval from the Securities and Exchange Commission to proceed with its application to increase its authorized capital. This will enable the holding company to accommodate fresh capital through an affiliate company of the Lucio Tan Group of Companies, a development that will significantly bolster its subsidiary, PAL's operations and growth trajectory.

In an announcement made on April 02, 2024, PAL announced that it is spending as much as \$450 million on capital expenditures to build up its fleet and refurbish 18 Airbus A321neos to standardize them with the newer A321neos.

PAL has achieved a significant milestone, marking its strongest, all-time performance by earning a net income of USD 379 Million (PHP 21 Billion) for fiscal year 2023. This represents a remarkable 92% increase from the USD 197 Million (PHP 11 Billion) net income logged in 2022, a testament to the flag carrier's resilience and commitment to delivering value to the company's customers and stakeholders. ✈️



Going Sleepless Over Seattle



	FREQUENCY	DEP	ARR
PR 124 Manila-Seattle*	WED/FRI/SUN	10:40 PM	07:15 PM
PR 125 Seattle-Manila*	WED/FRI/SUN	11:40 PM	04:45 AM +2

(*starting October 02, 2024)

PAL's Sales and Marketing team made an advance visit to Seattle to promote the new route.

The mission was composed of Bud Britanico, Issa Dimaano, Cathy Manuel, and Blaine Roxas from Manila, together with the North America Sales team led by Del Merano and Michelle Narvaez, who met with key stakeholders and partners, including the Seattle Tacoma Airport Team to discuss the upcoming inaugural.

During their visit, they were warmly received at two significant events. Bud Britanico, VP - Sales, shared the latest updates regarding the new non-stop service, which includes competitive fares starting at USD 799 for Economy and USD 2,999 for Business Class, PAL's network and connectivity, and its partnership with other carriers to effectively serve the market from Seattle.

The first event, "Coffee and Connect: A Briefing on Seattle - Manila flight," had over 60 attendees, which included government officials, trade partners, and Filipino community leaders who talked about the new route, which was held at The Westin Hotel Seattle. PAL was welcomed by Deputy of Secretary of State of Washington - Mr. Randy Bolerjack, Former Deputy Secretary of Housing and Urban Development and Former King County Executive Mr. Roy Sims, and Mr. Jonathan Batara - President of the Filipino American City of Seattle Employees.



PAL's Sales and Marketing team conducted a roadshow event which was well attended by industry partners and the Filipino community.

The second event, "Unveiling the Skies: Philippine Airlines' Seattle to Manila," was also well attended by over 70 members of the Filipino community eagerly anticipating PAL's direct flights for more convenient travel to the Philippines.

The trip will not be complete without the visit to PAL's Top Trade Partners - Mango Tours and Mondee Travel - both agents expressed support for PAL's upcoming flights. ✈️

Corporate UPDATES

Clark-Basco Returns



CLARK – BASCO v.v.
Every TUE/ WED/ FRI / SUN

PR 2688 departs Clark at 11:00 AM
and arrives in Basco at 12:35 PM

PR 2689 departs Basco at 01:00 PM
and arrives in Clark at 02:35 PM

PAL's central Luzon hub gets a boost as it resumes regular flights between Clark and Basco, with the 86-seater De Havilland Dash 8-400 Next Generation plying the route.

The four weekly services will have convenient late morning and early afternoon departures.

PR 2688 departs Clark every Tuesday, Wednesday, Friday, and Sunday at 11:00 AM and arrives in Basco at 12:35 PM.

The return service, PR 2689, leaves picturesque Basco every Tuesday, Wednesday, Friday, and Sunday, departing at 01:00 PM, and arriving in Clark at 02:35 PM.

PAL plans to expand its other hubs, including Clark, to connect people and boost trade and tourism to more provinces. ✈



Refresh of PAL's A321neo, coming soon!

PAL's 18 Airbus A321neo will soon be sporting a new look and feel starting next year.

During the presscon held in Manila last April 02, it was announced that the airline's regional workhorse will get a revamped cabin which will feature seats that will have more legroom, embedded inflight entertainment in each seat and will have Wi-Fi onboard.

With the continuing surge in travel demand, the airline will focus on delivering an enhanced overall experience that will start from the ground up into the air. ✈

PAL's 9th Boeing 777 joins the fleet.

The flag carrier adds its 9th Boeing 777-300ER. RP-C7783 arrived in Manila from Victorville in California last March 30.

The 393-seater aircraft comes with 26 seats in Business Class in 1-2-1 configuration, coming with 367 seats in Economy Class in a 3-3-3 configuration. The aircraft will primarily serve the North American market and seen as a needed boost for the market specially with Seattle opening towards the last part of the year. ✈

PAL-AA Links Up

Codeshare Partnership Launched



Philippine Airlines and American Airlines launched a codeshare partnership that introduces the first marketed flights by a Philippine carrier to several U.S. destinations and allow American's customers to connect to PAL's network. Philippines.

Flights between Los Angeles and seven U.S. cities: Atlanta, Denver, Houston, Las Vegas, Miami, Orlando and Washington, D.C. is now carrying the "PR" code while American's customers can book tickets on aa.com for codeshare flights operated by Philippine Airlines to Manila and Cebu via Tokyo. Additionally, customers will be able to fly to Manila from Honolulu and Guam. ✈️

Shining, Shimmering in Dubai



The brightest stars came out on February 29 to appreciate the airline's top travel agencies and industry partners in Dubai.

More than 200 esteemed guests graced the opulent Conrad Dubai, led by the distinguished H.E. Ambassador Ferdinand Alfonso Ver (Ambassador of the Republic of the Philippines to the UAE) and Vice Consul Aleah Gica (Philippine Consulate General in Dubai).

The PAL Dubai team, led by Josh Vasquez of International Sales, took the opportunity to give the guests the latest corporate updates. The night ended with the guests seeing what PAL has in store for the coming year. ✈️

BACK TO WHERE IT ALL BEGAN

PAL starts the quarter with many things to be thankful for, including a new headquarters.

by Ian San Gabriel

LUCIO K. TAN, JR. CENTER



The unveiling of the Lucio K. Tan Jr. Center was witnessed by his family. (from L to R) Mr. Edward Tan-Luy, Ms. Karlu Tan-Say, Mr. Kyle Tan, Mr. Lucio Tan III, Ms. Julie Tan, Ms. Rowena Tan-Chua, together with Capt. Stanley Ng and Atty. Carlu Fernandez.



Coming Home

In the last 83 years, PAL and her people have witnessed it all and have called many places our home. From the historic Plaza Cervantes to the bustling Ayala Avenue, which coincidentally was a former runway, and recently, Macapagal Boulevard, which became one of our longest-serving corporate headquarters.

We first operated out of Nichols Field in 1949, when we moved from Nielson Airport, and it has been the base of operations since then.

In 2023, news broke out that we would move out of PNB Financial's walls and into Nichols's gleaming structure.

The glass-cladded building stood, eagerly waiting for the employees to come home.

PAL's Medical and Benefits group were the first to move, setting a smooth precedent for Corporate Affairs, which was the first to relocate from Macapagal.

In the following weeks, the other departments began the bee-line move to the new office.



01 - Mr. Lucio Tan III is beaming with pride and welcoming the employees to the new headquarters.

02 - Ms. Julie Tan, flanked by his sons LT3 and Kyle, stands in front of the building bearing the name of Mr. Lucio Tan, Jr.

03 - PAL's executives, united in purpose, stand together with the entire airline in this historic milestone.

04 - 06 - The employees wear PAL's corporate color, a testament to our collective efforts and shared achievements.

Ushering 83 Years

The long wait is over. On March 15, the building was formally blessed and unveiled to the employees.

In a symbolic ceremony, the red velvet curtains unveiled the new building's name — The Lucio K. Tan, Jr. Center — a testament to his vision for PAL.

Fr. Jess Manlapig, the priest of Las Piñas Bamboo Organ Parish, blessed the new building with 500 employees who had pre-registered for the on-site event.

The blessing commenced at the lobby, a symbolic start to our journey through the new building and the PAL Museum. The Museum, a testament to our rich history, narrates the invaluable role of Dr. Lucio C. Tan in building our airline, a role that is crucial to our nation's growth and development.

The new PAL Museum begins with a historical "Flightline" and ends with the impressive mural of "Kapitan," which includes two quotes attributed to him about how he sees and values PAL and her people.

There are actual aircraft parts, such as the Airbus A330 winglet, which is the partner of the tailfin in PNB Financial, some historic aircraft, and cockpit seats.

The building's blessing continued to other areas on the Ground Floor, such as the corporate offices with their well-lit and bright interiors and the spacious PAL Medical, which is now comparable to modern hospitals and clinics.

The 1st Floor houses the PAL Training Center office, training, and grooming rooms. The area will soon welcome more individuals as they undergo learning and career enhancement programs.

The 2nd Floor, which will be the company's brain, will have various offices such as Marketing, Sales, Revenue Management, Network Planning, and External Affairs, and the heart, Human Capital.



01 - 04 - The employees saw the airline's rich history at the PAL Museum, a 331 sqm space showcasing various artifacts and photos.



The blessing event ended with a magnificent lion dance. The Filipino-Chinese community customarily performs this dance on auspicious occasions, as it brings good luck and drives away evil spirits. A good performance can bring good luck and happiness.

The impossibly blue structure visible at Andrews symbolizes a symbolic coming home for the airline, which began its life in the Spo almost eight decades ago. ✈

The trek continued and brought the employees to the floor known as the Penthouse, where they were greeted warmly by the company's Supply Chain, Finance, Treasury, and Accounting departments. Afterward, they were led to the cavernous Ballroom, which will be the future venue of many PAL events, before heading towards the Executive Floor.



Legal



Executive Floor Receiving Area



Finance



Network Planning and External Affairs



PATC Office



Training Rooms



Medical



Benefits

EXECUTIVE FLOOR

- Office of the President
- Office of the General Counsel
- Legal
- Customer Experience
- Boardroom

3RD FLOOR

- Ballroom
- Supply Chain
- Finance
- Treasury
- Accounting

2ND FLOOR

- Marketing
- Sales
- Revenue Management
- Network Planning and External Affairs
- Human Capital

1ST FLOOR

- PAL Aviation Training Center
- CBT
- Training Rooms
- Grooming Rooms

GROUND FLOOR

- Medical
- Medical Records
- PDMP Business Office
- Benefits
- Corporate Affairs Department
- Museum
- Cashier

Know your way around PAL's New HQ

Some of PAL's former HQs



M.R.S. Building (1948)

Plaza Cervantes, Manila

Post-war, PAL started rebuilding its operations and used the M.R.S. Building as its general headquarters. The five-story structure is strategically located in the heart of old downtown Manila and houses non-operational offices, including PAL's International Division.



PAL Building (1968)

Ayala Avenue, Makati

PAL President Benigno Toda, Jr. laid the cornerstone of what would later become the PAL Building on Ayala Avenue in a simple ceremony on May 19, 1965. The 12-story structure was built at the cost of PHP 11 million and was opened in 1968.



PAL Center (1988)

Legazpi Street, Makati

It was first known as PAL Building 2 in the late 1980s and was used by the Finance and Treasury offices and the City Check-In facility. In 1999, when all the other departments moved back from the Allied Bank Building, it became known as the PAL Center.



PNB Financial Center (2007)

Macapagal Boulevard, Pasay City

PAL moved to Pasay City in 2007 after being in the Makati area for almost four decades. It consolidated all departments after being in two locations: the PAL Center in Legazpi and the Ricogen Building along Aguirre Street.

Thermos Building (1965)

Ayala Avenue, Makati

PAL officially moved to the eight-story structure on May 16, 1965. Mrs. Rose-Marie Toda led a ribbon-cutting ceremony to unveil the Thermos Building. It housed various departments, including the new PAL ticket office, which used to be located at the Far East Building along Buendia. The company stayed until the PAL Building was opened in 1968.



PAL Building (1978)

Legazpi Street, Makati

The eight-story, brown structure, formerly known as the GSIS Building, was blessed on August 10, 1978, with then-PAL Chairman Roman Cruz leading the affair. It became PAL Building 1 when the next-door building was acquired.



Allied Bank Building (1995)

Ayala Avenue, Makati

In the mid-1990s, the Executive offices, Marketing and Products, Sales, Planning, Corporate Communications, Business Development, Corporate Planning, and Legal moved to the Allied Bank Building.



LUCIO K. TAN JR. CENTER (2024)

Andrews Avenue, Pasay City



EAT-CITING FINDS

Insider info on what are the hottest and yummiest offers at the PAL Canteen as shared by the staff.



MACS

Best Seller: Arroz Caldo
 Must Try: Spicy Beef Caldereta, Bicol Express and Chicken Cordon Bleu



Blue & Gold

Best Seller: Lechon Kawali, Empanaditas and Tapa
 Must Try: Everything



Brother's Burger

Best Seller: Brother's Burger and Double Burger
 Must Try: Boss Burger



South Coffee

Best Seller: Kape-Con
 Must Try: Kape-Con, Mocha and Butterscotch



Yemi Fruit Shake

Best Seller: Guyabano Juice and Fresh Fruit Salad
 Must Try: Avocado Juice

MEMORIES OF PNB FINANCIAL

A collection of images taken on the last few working days
at our former headquarters



PAL officials and employees bid PNB Financial Center their sweet goodbyes with photo op in front of the iconic PAL tailfin. PNB Financial Center became PAL's home for 17 years.



Thanks for the memories, PNB



PAL's 78th Anniversary, 2019



“ As we celebrated our 78th anniversary, PAL executives wore shirts with their names on it and the words, “At your service”. After the mass, we had a simple celebration but it was made very special by the PAL executives who served the employees with snacks – bottled water, orange juice, and empanada. They poured juice into glasses and distributed them to employees who formed a queue to claim our snacks.

I have been in PAL for almost 34 years but this was the first time a celebration like this happened. It was truly heartwarming to see our top executives serving the employees. - **Joanne Sotocinal** ”

Humbling experience to see thousands of young adults lining up for a chance to be a PAL cabin crew.
- **Rossann Domingo, 2015**



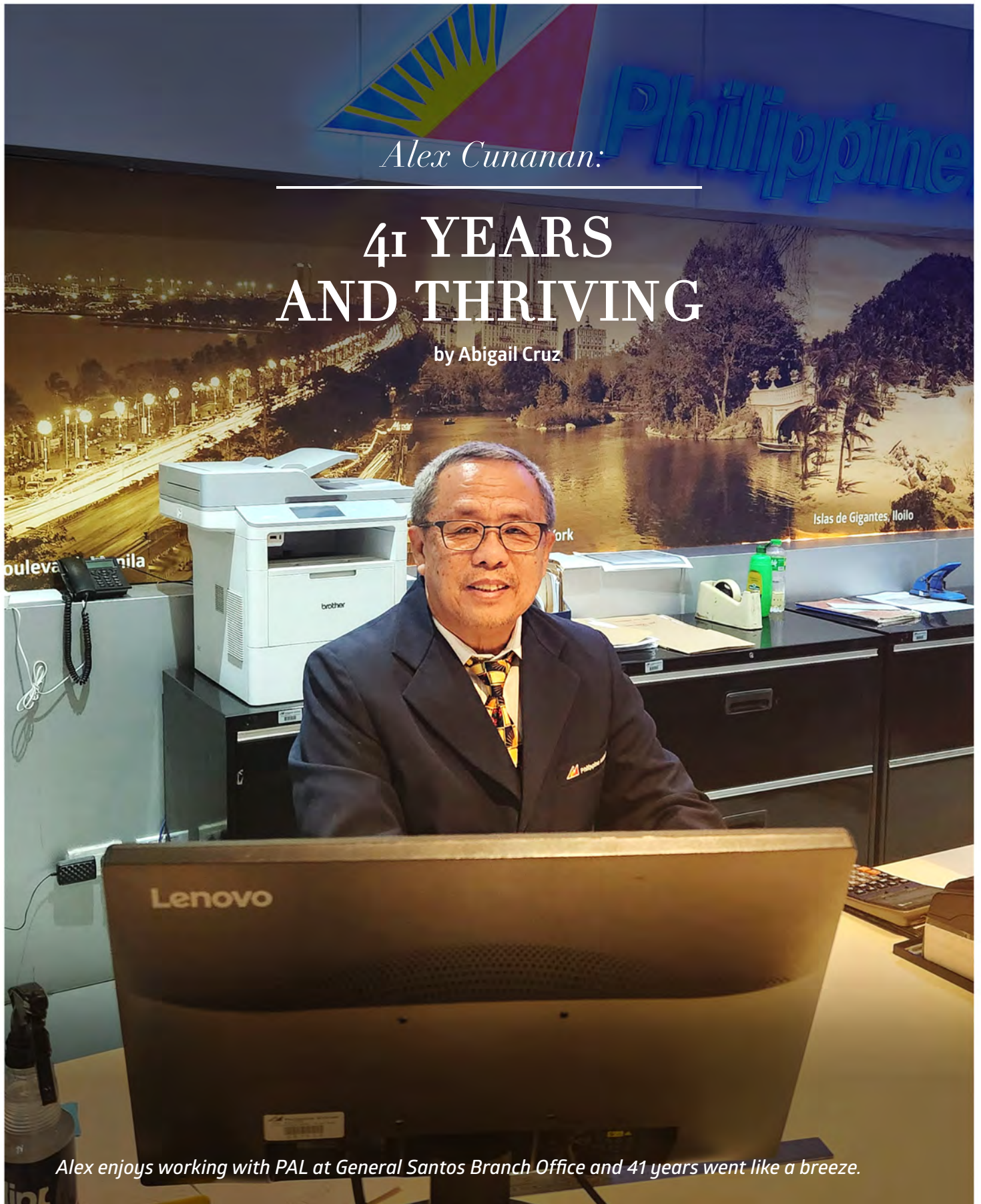


PAL's tailfin
became the favorite
backdrop of many PALers
reminiscing about their
stay in Macapagal.



“ all our bags are packed, we're ready to go ”





Alex Cunanan:

41 YEARS AND THRIVING

by Abigail Cruz

Alex enjoys working with PAL at General Santos Branch Office and 41 years went like a breeze.

In 1983, 22-year-old Alex did not expect to be part of the airline industry. In fact, his dream was to become a Certified Public Accountant. Due to financial restrictions, he couldn't take the board exam and focused instead on securing a job for his family. His church minister informed him of a job vacancy at Philippine Airlines (PAL). After passing all exams and interviews, he started his PAL journey straight out of college as a Clerk Porter at the General Santos Branch Office. "I remember the excitement and mixed emotions when I was hired. He recalls being a new graduate from college and joining the workforce of a huge company like Philippine Airlines". And the rest was history.



Two years after his employment, he was promoted to Ticket Freight Clerk and transferred to the Zamboanga Branch Office. After 5 years, he was assigned back to General Santos as an Integrated Ticket Representative and was promoted to Senior Sales and Services Agent, his present role. He celebrated his 41st year with Philippine Airlines last February 01, 2024.



Alex is a proud father of two (2) boys, John Andri and John Anthony, and a loving husband to his wife, Joy, whom he has been happily married to for 36 years. At 62, he enjoys his senior years by bonding with family, serving his community church as a church elder, and working with PAL.

"My work and the things I do in the office are already built into my system," he says. Through the years, PAL has undergone a lot of changes not just in management and manpower but also in the technologies and tools used to make our customer service top-notch," he added.

Serving with Empathy

As a Senior Sales and Services Agent, his key responsibilities include booking and handling Domestic and International transactions, attending sales calls and sales campaigns, and visiting partner travel agents in the area.

Even through years at work, there is no such thing as an easy job. Alex still finds his job at the ticketing office challenging, yet the most rewarding at the end of each day. Managing and controlling irate passengers, mainly when flight disruptions occur, can be a typical scenario at any ticketing office.



01- 22-year-old Alex (5th from left) joined PAL fresh out of college. He attended the Cargo Sales and Services Basic Training on September 12 – 29, 1983.

02- Alex (right) recognized by PAL for his 20 years of Service awarded by General Santos Branch Manager Mr. Andy Mandanas (left), 2003.

03- Alex spent majority of his career at General Santos.

As a true PALer at heart, he says he gets through the challenge when he remembers always serving passengers with empathy, with their utmost safety and convenience in mind. "If you are open to change and embody the right attitude, a typical day at work will not take all your energy and sanity."

He remembers a few unforgettable experiences on the job, such as the time he received death threats for not being able to confirm a booking because of a fully booked flight and a time when a passenger violently threw his ID badge to his face when refused priority boarding among other passengers.

However, Alex added that one of the most enjoyable parts of working in the airline industry is meeting people from all walks of life. Whether they are new colleagues or people traveling with PAL. The experience of working with great people, forming new connections every day, and gaining new friends while knowing that his job is also his family's primary source of income makes every single day for him. He says he also enjoys traveling and discovering new places with his family, which is a benefit of working with PAL.

"Working with PAL has not only helped me fulfill my role as my family's provider but also opened up opportunities for them to travel and see the world."

Marking Time

Alex has received numerous awards and commendations throughout his four decades with PAL. He is also a frequent perfect attendance awardee and tops his training courses and classes.



On February 01, 2024, he received a Ruby Testimonial Award for 40 years of service with Philippine Airlines. He shares that he felt surprised to receive the recognition and happy that PAL gave importance to his loyalty. "I take one day at a time, enjoying my job, not realizing I already reached this far," he says. "I owe PAL my family's needs, food in our table, education of my son John Andri, who is now a Staff Software Engineer in Singapore, while my second child is a Person with Special Needs."

"I do not have enough words to express my gratitude above all to the Almighty for allowing me to be part of the PAL FAMILY."

Advice for Future PALers

When asked for his advice for future airline aspirants, he says it is important to remember that having the right attitude and adding a personal touch to your services builds the customer's trust and loyalty.

"It is important to learn to love, enjoy your work and to always consider that we are working not just for men, but for the Lord. Having "pagmamalasakit" for customers should always be at heart." ✈️



01 - Alex is currently a Sr. Sales & Services Agent at General Santos Branch Office, handling both Domestic and International bookings.

02 - Mr. Cunanan received his Ruby Testimonial Award for his 40 years of service with Philippine Airlines on February 1, 2023.

03 - Alex shakes hands with General Santos Branch Manager Victor S. Reyes during his 40 years of service with PAL recognition.

Soaring High with Filipina Power:

BEHIND THE SCENES OF PAL'S “WE FLY WITH HER” CAMPAIGN

by Idda Aguilar



IWD's special guest, Capt. Aimee Carandang Gloria, together with the nine captains who lead the all-women flights, during the send-off at PAL's R1 hangar.



This past International Women's Month (IWD), Philippine Airlines (PAL) took to the skies with a campaign that celebrated the exceptional women who keep our beloved airline soaring – aptly called "We Fly With Her." As the Marketing Manager who led this initiative, I'm thrilled to share a glimpse into the whirlwind month that brought this vision to life.

The Spark of an Idea

Being relatively new to the PAL family, I learned that IWD efforts had been successfully mounted in previous years, such as the all-women-led crew flight to Guam in 2023. This year, the inspiration for "We Fly With Her" stemmed from a simple desire to celebrate a momentous occasion, as noted by Capt. Lilybeth T. Ng: PAL now has female pilots in all divisions and in all positions, a historical feat indeed! PAL understands the critical role women play in every aspect of aviation, and IWD presented the perfect platform to showcase their strength, dedication, and expertise.



- 01** - Each attendee returned with a unique loot bag and a Barbie toy to commemorate the significant milestone.
- 02** - PAL's influential women graced the afternoon, their inspiring words lastingly impacting all attendees.
- 03** - That's a wrap! Event group photo of PAL and PALEX female pilots with Capt. Aimee Carandang Gloria, PAL Executives, and campaign organizers.
- 04** - Corporate Marketing and New Media's young and dynamic team.
- 05** - PAL's cabin crew went all out with an energetic dance number.

Collaboration Takes Off: A Cross-Departmental Effort

The success of the "We Fly With Her" campaign hinged on constant collaboration across various departments:

The Marketing team led the creative charge, developing the overall campaign message, materials, and fly alongs flight plan with partner agency Propel Manila;

In collaboration with the Flight Operations Division and Crew Planning team, all of PAL's female pilots were meticulously scheduled to either participate in or be off-duty on March 4, 2024, to be part of this historic moment;

PAL Express joined in with additional all-women flights and attended the send-off event to demonstrate their support for female empowerment and community;

PSM, Cabin, and Catering teams (PR and 2P) provided great help with not just collecting and loading our surprise inflight spiels and giveaways, but also in ensuring a safe and memorable flight for all passengers onboard the select participating flights and beyond;

With "We Fly With Her" boarding passes specially designed for the participating flights, the Airport Operations and ISD teams were key partners in helping ensure these were ready and loaded in time for the flights; The 2P Hangar, Facilities, PLD, and HC teams played a crucial role in ensuring an efficient and successful send-off event;

And lastly, brand partnerships with Barbie Philippines, Adobo Magazine, and various Key Opinion Leaders (KOLs) were secured to amplify the message, and with Corporate Affairs' support ensured extensive media coverage.



01- IWD Flight PR104 MNL-SFO Cabin Crew led by Flight Purser Edrose Mae A. Tang

02- March 7, 2024: Key Opinion Leader Bianca Gonzalez-Intal and daughter Lucia, en route back to Manila with Corporate Marketing's (L-R): Bianca Gonzales and Idda Aguilar

Taking Flight: A Moment of Empowerment

The centerpiece of the campaign revolved around a total of nine (9) symbolic flights operated entirely by female pilots and cabin crew that flew between March 4-6, 2024.

Prior to departure, we held a special send-off ceremony attended by PAL and PAL Express female pilots, PAL Executives and employees, Media agencies, and women empowered KOLs who brought their little girls to witness and experience the historic occasion. It was a heartwarming event that recognized PAL's dedication to diversity and inclusivity, celebrating what we have done so far and what is yet to come through a panel moderated by Adobo Magazine.

As special guest, Captain Aimee Carandang Gloria, the first Filipina commercial airline pilot and first female airline captain in the Philippines and Southeast Asia led the closing prayer to send-off our nine female captains and their all-female crew onto their special journeys around the world.

A Soaring Success

The "We Fly With Her" campaign garnered significant positive attention. Social media engagement soared, and articles praising the initiative appeared in publications like ABS-CBN News and Cosmopolitan Philippines. The total campaign reach is still being calculated, but the outpouring of positive sentiment is a clear indicator of its success.

More Than a Campaign: Inspiring the Next Generation

"We Fly With Her" goes beyond a marketing campaign; it's a powerful statement about inclusivity and opportunity. By showcasing the remarkable women who keep PAL flying, we hope to inspire young girls to dream big and shatter stereotypes within the aviation industry. This campaign is a testament to the power of collaboration, creativity, and a shared vision. It fills me with immense pride to have been a part of something that not only celebrates Filipina excellence but also paves the way for a more inclusive future in the skies. ✈️



PR 2823 MNL-DVO
led by Captain Michaela Brion

PR 2147 MNL-ILO
led by Captain Samantha Bachini



The participating nine (9) all-female flights were as follows:

PR 102 MNL-LAX
led by Captain Rona Catunao-Guevarra

PR 104 MNL-SFO
led by Captain Lavina Ramnani

PR 211 MNL-SYD
led by Captain Yvonne Sunga

PR 535 MNL-CGK
led by Captain Anjel Regalado-Pading

PR 595 MNL-HAN
led by Captain Emmie Inciong

PR 1841 MNL-CEB
led by Captain Dyan Santos

PR 2777 MNL-TAG
led by Captain Keiko Coronel



THE WIND BENEATH PEOPLE'S WINGS

Getting up close and personal, talking about their respective company roles and thoughts on life in PAL.

by Ian San Gabriel



PAL Group's hardworking men and women ensure things run like clockwork and ensuring things are okay.



Each member of this group brings their unique skills and qualities to the table, supporting every department they are part of. Their individual contributions create the “lift” that allows their colleagues to soar further.

These PALers, with their diverse titles and roles, are a testament to the power of collective effort.

Santi Bendo of Safety recalls that she needed to become more familiar with working in the aviation industry. She was one of the hopefuls who dropped her CV at Gate 1. When she entered, she found it exciting. She said working for PAL is “Both exhilarating and demanding. It required a blend of dedication, precision, and adaptability to manage the complex details of executive schedules and the dynamic nature of the aviation industry. Each day presented new challenges, but the excitement of being at the heart of the airline’s operations made it a truly rewarding experience.”



Aiza Cuenca from Corporate Audit shared that an Administrative Assistant must have keen organizational skills. She said, “I recommend staying organized and prioritizing tasks effectively to support our team’s productivity.” She adds, “Clear communication is crucial to avoid misunderstandings, and staying informed about audit practices and regulations is key. Being proactive and adaptable in our fast-paced environment helps streamline operations and enhances our department’s efficiency.”

Many of our employees have been through the best and weathered the most challenging times in the airline’s colorful history. Their loyalty and resilience are a source of pride for us, and their experiences are a testament to the strength of our team.

Aiza shared that she and her colleagues gladly volunteered when PAL needed volunteers for passenger handling; she said, “Our team was there to face the challenge to assist and support the airport operations in checking in passengers.” She recalls it as a very memorable experience for her, knowing that she was able to contribute and be able to serve PAL and our passengers during one of the most crucial times.



01 - Service from the heart. Santi Bendo of Safety, Chi Babadilla of Supply Chain Management Group, Aiza Cuenca of Corporate Audit and Diane Rojas of Security.

02 - Bluer than blue. Ladies and gents proudly wearing the company’s colors up their sleeves.

03 - Commercial’s Angels. Bing Medina of Sales, Imay Laurel of Mabuhay Miles and Lanelle Tesoro of Marketing.



01

Working in support of the many people is part of a continuous learning process and may encounter challenges. For Joyce Bansing, Administrative Assistant from the office of the Flight Operations Department, she said, "Learn to admit mistakes. Be open to suggestions. Don't be ashamed to ask for clarification. Have a daily list of tasks to be accomplished so that you'll not miss anything. Be patient in making follow ups with those concerned people/offices and not just wait for responses in order to get results as soon as possible."

In her learnings as a support staff member, Lers Cruz of Network Planning shared that "One Should always be attentive and aware of another person's needs." She further elaborates, "Everyone on your team should be treated as a VIP!"



02

As different and colorful as they might be, these individuals play critical roles in the group. They collectively believe their role is essential to daily operations, from supporting leaders in their day-to-day needs to handling time-sensitive items. They are not just individuals but a cohesive unit that propels our company forward. ✈️



03



04

01 - Brightest smiles are often seen on these three ladies. Precious Lorraine Briones from the Office of Chief Information Officer, Lora Rangwani from Revenue Management and Lers Cruz of Fleet and Network Planning.

02 - Corporate Affairs' Nannette Versoza hams it up for the camera.

03 - Eya Dumol, and Jeff Llorca from the Office of the President and Sol Grospe from the Office the General Counsel knows how to be cool.

04 - Elenita Sepio from Fuel Management Department gladly shows her love for PAL.



PAL Foundation led by Pinky Balagtas and staff Tina and Chris, together with officials of Barangay 184 led by Barangay Chairwoman Consuelo Barrameda during the gift-giving activity.

As thanksgiving for Philippine Airlines' 83rd anniversary last March 15, its corporate social responsibility arm, PAL Foundation conducted a gift-giving activity among the disadvantaged residents of its neighboring community, Barangay 184 of Maricaban District in Nichols, Pasay City.

The Foundation distributed food items, overnight kits, jetsetter kits, mobility aid and other basic needs to selected residents of Barangay 184 of Maricaban District including mothers, elderly and children. Donors include Human Capital Department, Corporate Logistics and Services Department, Airport Operations Department and other PAL offices.

The anniversary coincided with the transfer of PAL's corporate headquarters from Macapagal Avenue to Andrews Avenue in Nichols, Pasay City marked by the launch of the airline's new and modern building named Lucio K. Tan, Jr. Center. ✈



PAL sends aid to victims of calamities in DVO and PPS

by Pinky Balagtas



Philippine Airlines, through its corporate social responsibility arm, PAL Foundation transported relief aid to victims of natural calamities that recently hit Davao and Puerto Princesa.

PAL Foundation distributed donations to residents who were affected by flooding and landslides triggered by the shear line and extension of a low-pressure area (LPA) in the Davao Region. The areas have been submerged in flood following the continuous rains that started on Jan. 28. The National Disaster Risk Reduction and Management Council reported that 1,122,975 individuals or 324,040 families were affected by the bad weather in Northern Mindanao, Davao Region, Soccsksargen, Caraga, and the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM).



On the other hand, the Foundation turned over supplies to families who were affected by a massive fire that gutted 450 households in Barangay Pagkakaisa and Barangay Bagong Silang in Puerto Princesa, Palawan last February. Donations include overnight kits, pillow, clothes and other necessities.



Photos show local PAL station staff from Davao and Puerto Princesa respectively during the turnover of donations to partners and beneficiaries. ✈

01 - PAL Davao station, represented by Ms. Leah Sanga (2nd from left) turns over donations for flashflood victims to LGU partners in Davao.
02 - 04 - PAL BRM-PPS Daniel Vincent Gabuco distributes aid to residents who were affected by a recent fire in Puerto Princesa in one of the evacuation centers in the city.

PAL Foundation and Our Lady of the Airways Parish join hands in helping communities

by Pinky Balagtas



PAL Foundation turns over donations to Father Ric Valencia, parish priest of Our Lady of the Airways in Pasay City last February.



Philippine Airlines Foundation recently joined hands with Our Lady of the Parish, Pasay in distributing aid to disadvantaged communities in different provinces across the country.

The foundation turned over material donations to Father Ric Valencia, parish priest of Our Lady of the Airways. Donations, which include pillows, clothes and other basic needs, will be distributed by the parish priest to underprivileged communities in different provinces.

Our Lady of the Airways Parish, which is located at the Chapel Road cor. Aquino Avenue, NAIA Road, in Pasay started as a chapel built by PAL pilots and crew. After a few years, the community grew until it became a parish. ✈

Baby's Frenzcarl's second lease on life

Thanks to Mabuhay Miles Members

by Pinky Balagtas

A toddler from Iloilo flew to Manila for a life-saving surgery with help from generous Mabuhay Miles members. Frenzcarl Etorma, one year old boy, who has a congenital heart disease called Patent Ductus Arteriosus (PDA), flew from Iloilo to Manila via Philippine Airlines (PAL) last April with his mother, Carmel, to undergo an operation at the Philippine Heart Center.

PDA is a medical condition in which the ductus arteriosus does not close. The condition leads to abnormal blood flow between the two major blood vessels that carry blood from the heart to the lungs and to the rest of the body.

Carmel, a Cargo Lead Service Agent of MacroAsia in Iloilo, is grateful to all who helped them on his son's healing journey.

PAL's Mabuhay Miles with a Mission program is a joint project of Mabuhay Miles and PAL Foundation wherein members may donate their miles to support the Foundation's social welfare projects, such as assistance to underprivileged Filipinos, environmental conservation and other advocacies. Medical Travel Grant, on the other hand, is a program of PAL Foundation wherein indigent patients are provided with free transportation to places where they can avail of sponsored life-saving surgery. ✈

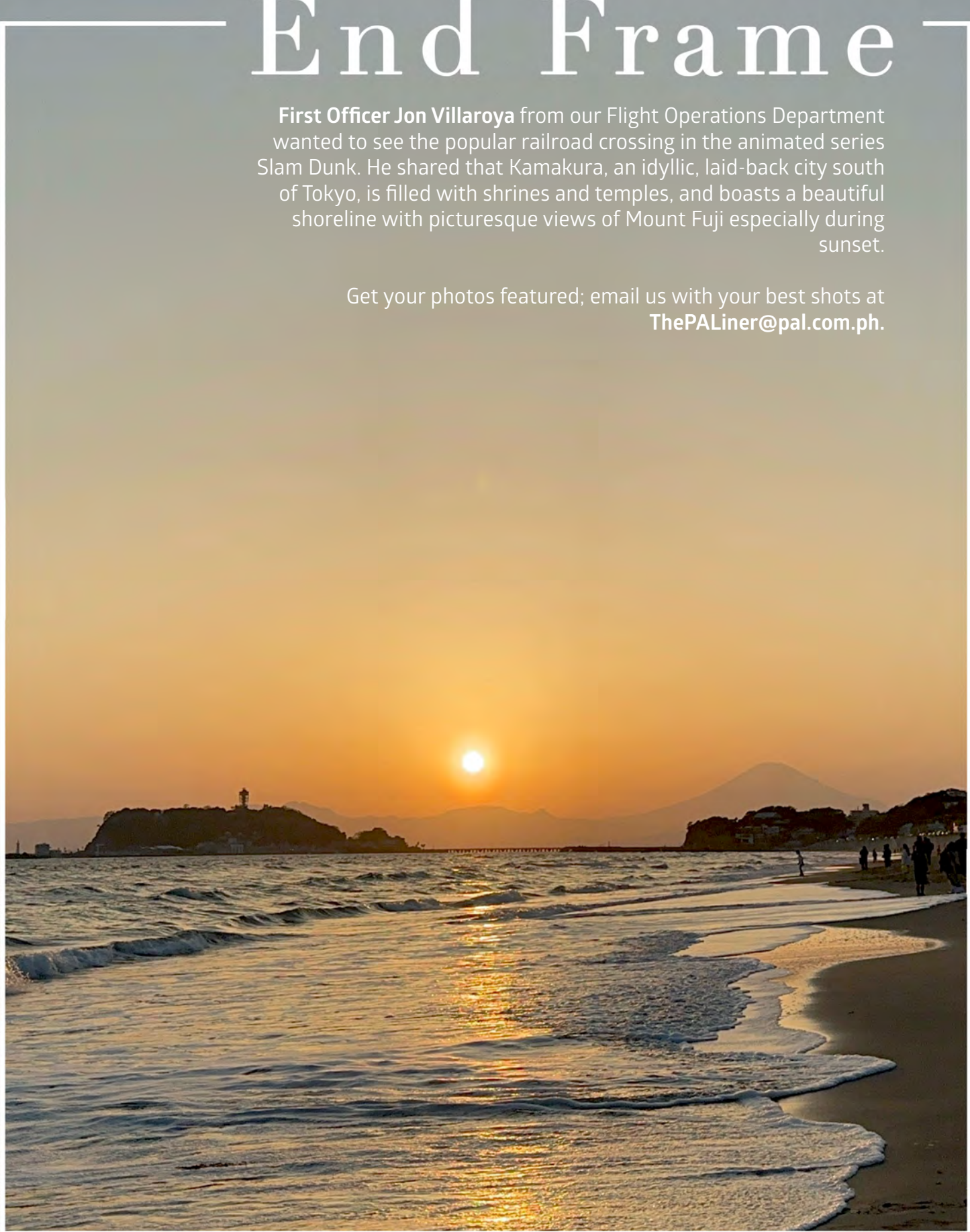


Mabuhay Miles members who would like to donate their miles can do so by logging on to their account at www.mabuhaymiles.com.

End Frame

First Officer Jon Villaroya from our Flight Operations Department wanted to see the popular railroad crossing in the animated series Slam Dunk. He shared that Kamakura, an idyllic, laid-back city south of Tokyo, is filled with shrines and temples, and boasts a beautiful shoreline with picturesque views of Mount Fuji especially during sunset.

Get your photos featured; email us with your best shots at
ThePALiner@pal.com.ph.



We celebrate our colleagues and recognize the work they've contributed to the organization over the years. Happy anniversary!

Marking TIME

20 YEARS

Ms. Etsuko Kohno
Customer Service Representative
Airport Office Fukuoka



15 YEARS



Mr. Christopher Collao
Senior Airport Operations
Specialist
Ground Handling & Service Standards



Mr. Jonathan Lavidés
Airport Service Manager
Passenger Services



Mr. Marlon Rosales
Customer Service Officer II
Davao Station

AIRPORT OPERATIONS

MARKING TIME



35
YEARS

Mr. German Cellan

Ground Operations Training Manager, was awarded his 35-year plaque by AVP – PAL Aviation Training Center Capt. Ed Alfred S. Medina



35
YEARS

Mr. Anthony Dela Pena

from Inflight Services Training, was awarded his 35-year plaque by AVP – PAL Aviation Training Center Capt. Ed Alfred S. Medina and Inflight Services Training Manager Ferdinand A. Legaspi

We celebrate our colleagues and recognize the work they've contributed to the organization over the years. Happy anniversary!

Marking TIME

30 YEARS

Ms. Marinette Punzalan

from Inflight Services Training, was awarded his 30-year plaque by AVP – PAL Aviation Training Center Capt. Roland A. Narciso and Inflight Services Training Manager Ferdinand A. Legaspi



25 YEARS

Mr. Syd Reginald Columna

from Inflight Services Training, was awarded his 25-year watch by AVP – PAL Aviation Training Center Capt. Ed Alfred S. Medina and Inflight Services Training Manager Ferdinand A. Legaspi



MARKING TIME

20 YEARS

Mr. Patrick Allan De Leon from Inflight Services Training, was awarded his 20-year ring by AVP- PAL Aviation Training Center Capt. Ed Alfred S. Medina and Inflight Services Training Manager Ferdinand A. Legaspi



15 YEARS



Ms. Katrina Carino from Training Quality & Standards, was awarded her 15-year plaque by AVP – PAL Aviation Training Center Capt. Ed Alfred S. Medina and Training Quality & Standards Manager Capt. George D. Alvarez



Capt. Javy Buena Ventura from Flight Training, was awarded his 15-year plaque by AVP – PAL Aviation Training Center Capt. Ed Alfred S. Medina and Flight Training Manager Capt. Rudolf D. Belmonte



Ms. Armi Aurora Jacinto from Training Admin & Logistics, was awarded her 15-year plaque by AVP – PAL Aviation Training Center Capt. Ed Alfred S. Medina and Training Admin & Logistics OIC Bea P. Latonio

We celebrate our colleagues and recognize the work they've contributed to the organization over the years. Happy anniversary!

Marking TIME

15 YEARS

5 YEARS



Mr. Joseph Micah Agbay from Simulator Maintenance, was awarded his 5-year pin by AVP – PAL Aviation Training Center Capt. Roland A. Narciso and Simulator Maintenance Manager Marvin O. Rebenito



Ms. Neri Joy Erenea from Training Administration and Logistics, was awarded her 5-year pin by AVP – PAL Aviation Training Center Capt. Roland A. Narciso and Training Administration Logistics Manager Aloysius Ignacio T. Mercado



Ms. Roxanne Rivera from Inflight Services Training, was awarded his 5-year pin by AVP – PAL Aviation Training Center Capt. Roland A. Narciso and Inflight Services Training Manager Ferdinand A. Legaspi



Mr. Glenn Acuna from Training Admin & Logistics, was awarded his 15-year plaque by AVP – PAL Aviation Training Center Capt. Ed Alfred S. Medina and Training Admin & Logistics OIC Bea P. Latonio

10 YEARS



Mr. Paulo Catalo from Ground Operations Training, was awarded his 10-year pin by AVP – PAL Aviation Training Center Capt. Ed Alfred S. Medina and Ground Operations Training Manager German G. Cellan

MARKING TIME



Mr. Yin Ren Ji

Account Executive from Sales Office Shanghai, was awarded his 5-year pin by Ms. Ming Hua Geri Zhuang, Area Manager-Eastern China



Mr. Tony Chen Shi

Airport Manager-Xiamen, was awarded his 5-year pin by Mr. Richard Lim, Country Manager- Sales Office

5 YEARS