

# The PALiner

D I G I T A L

Philippine Airlines' Official Publication

## Flight of the Flag Bearers

AN EXCLUSIVE ACCESS TO PR 8888

INCLUDES NEVER-BEFORE-SEEN  
PHOTOS OF ATHLETES AND CREWS

### IN THIS ISSUE

REINSTATEMENT OF  
CLARK-BASCO SERVICE

"TAILS" FROM THE HEART  
VISUALIZING PAL THRU ART

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# Painting the Big Picture Together

The Paris 2024 Olympics and Paralympics were a momentous occasion that united Filipinos in their support for Team Philippines. It was truly inspiring to witness the outpouring of love and encouragement for our athletes. Philippine Airlines (PAL) has always played a key role in helping our athletes showcase their skills on the world stage. This year, we stood by our Olympians and Paralympians every step of the way—starting from their selection to represent our country, honoring them with a special send-off dinner, and ensuring their safe journey home after a triumphant, record-breaking performance. Supporting our national athletes has always been part of who we are.

At PAL, we are driven by a profound sense of purpose. We understand that we are part of something greater, with the power to bring people together and reunite them with their loved ones. Our values-based culture and strong, close-knit relationships are what set us apart.

Our dreams extend beyond winning gold or gaining recognition. We dream bigger. Our vision is about giving back to our customers, communities, and country. Our corporate social responsibility (CSR) initiatives, spearheaded by the PAL Foundation, are a reflection of this. Through our inclusive and sustainable projects, we are transforming lives, and I encourage all PALers to contribute to this mission in their own way. The PAL Foundation is committed to supporting socio-economic and environmental advocacies, ensuring that no one is left behind.

Caring for others means caring for ourselves and our nation. As we continue to contribute to nation-building, we can navigate uncertainties if we remain united, grounded in our principles, and open to learning. Every PALer plays a vital role; each of us is a crucial part of the bigger picture. Together, we are working toward a future we can all be proud of. Let us be more mindful of our everyday actions and their impact on others and our environment.

Let's continue to make a positive difference, PALers!

Thank you!

**Mr. Lucio C. Tan III**

President and Chief Operating Officer (COO)  
PAL Holdings, Inc. (PHI)



## Keeping Up with the Times

Our quest to become the Airline of Choice continues as we adapt to technological developments and build network relations. Some compelling stories at Philippine Airlines (PAL) include the inaugural flight to Seattle on October 2, 2024, operating the Boeing 777-300ER. This exciting news marks another significant milestone for PAL, expanding our horizons and connecting more destinations. Apart from launching a new route to Seattle, PAL restored routes, such as Clark-Basco, Clark-Siargao, and Cebu-Osaka.

Soaring to greater heights calls for a relentless commitment to grow and innovate. Part of our ongoing efforts to foster a community of life-long learners and innovators is the establishment of the School of Innovation. Led by the Product and Service Management and Human Capital Departments, the School of Innovation teaches the foundations of innovation and the significance of systems thinking in identifying and solving problems. This program is crucial for PAL to keep up with the travel needs of travelers, especially Filipinos, and to strategize the company's future operational plans and product developments. The pioneer batch met their coaches and leaders during their first session last August 8, 2024.

I look forward to many more programs like this that promote PALers' growth and PAL's expansion.

Another innovative initiative is The PALiner Digital. This new online platform is not only a home for the incoming issues but an online repository of the previous issues, ensuring that PAL remains relevant to current PALers and our retirees.

I hope we keep creating positive changes within and outside PAL. I am sure that the colorful murals in our headquarters, depicting PAL historical milestones and daily operations, can inspire us to do so. The artist, Glendford Lumbao, created such a youthful vibe, reminding us to stay young and agile. I invite every PALer to engage in conversations, share your ideas, and keep the PAL spirit alive and thriving.

Stay tuned for more news of excellence through The PALiner. Mabuhay!

**Capt. Stanley K. Ng**

President and Chief Operating Officer (COO)  
Philippine Airlines (PAL)



The PALiner

EXCLUSIVE

THE  
HOME  
COMING



## PR 8888: Flight of the Flag Bearers

by IAN SAN GABRIEL

How many times in one's life do you get to join a special "homecoming" flight, let alone be with Olympians for more than 8 hours? One Friday afternoon, we got a call to be part of the team flying onboard the PR 8888 flight that brought home the athletes from their well-fought bouts in Paris. It was a flurry of experiences that included coordination and preparation for the flight.

Many things needed to be planned up until our departure. Our role was to document and give real-time feed on onboard activities. We left Manila

in the early afternoon of August 12 with 16 people to bring the aircraft to Dubai via Bangkok. The Airbus A321neo took to the skies for Bangkok and briefly stopped in the Thai capital. After it left Suvarnabhumi, we immediately sprang into action. We began strategizing how to do some interviews and documentation. Our colleagues from Cabin Services and our newly met friends from LTP helped prepare all the giveaways for the incoming guests.

It was about nighttime when the glimmering skyline of Dubai appeared out of the darkness. The

aircraft touched down at about 8 p.m. We were whisked to the terminal and waited. A few moments later, the members of the Philippine Olympic delegation began to arrive. Despite the tiring trip, everyone wanted to share their experiences and expressed their excitement about going back home. Some of them even exclaimed their yearning for local dishes.

Soon after we were complete, we were returned to the plane via bus for the early morning departure from Dubai. This allowed us to capture this symbolic shot of the

Philippine Olympic Committee (POC) Chairman Abraham “Bambol” Tolentino waving the flag as we descended the stairs. With the athletes and trainers cheering, it was a moment that made you feel proud to be a Filipino.

Onboard, the athletes enjoyed business class meals and complimentary inflight Wi-Fi. They were also gifted with Tanduay Rhum products. The brief stop in Bangkok on the way back allowed us to engage and start doing the documentation and interviews, as everyone was so tired upon boarding from Dubai.

This time, everyone was more energized. The athletes were generous and even accommodated for selfies and to sign autographs. It was a moment of celebration on board, with the singing of Pinoy medleys by the coaches.

Double Olympic gold medalist and gymnast Carlos Yulo was honored as PAL’s “Forever Flyer,” receiving 150,000 Mabuhay Miles per year for life with a symbolic turnover by the PAL team led by Capt. Gallardo Ibarra Jr. with a special certificate. Yulo professed his gratitude for the recognition and said, “Maraming

salamat po sa pagdarasal at pag-suporta sa aming mga atletang Pilipino na naglaro sa Olympics.”

Olympic bronze medalists Aira Villegas and Nesthy Petecio were each awarded 80,000 Mabuhay Miles annually for the next three years. The bubbly Petecio said, “Thank you, PAL, for the 80,000 miles; this is a big help to me and my family. Mabuhay po kayo.”

Conversely, Villegas said, “Maraming Salamat, Philippine Airlines; I will definitely use these miles, especially when I travel home to the province.”





Despite their achievements, their new-found fame does not go into their heads. One even quipped that they were there because of their passion for their respective sport.

The aircraft landed in Manila around seven in the evening of August 13, with everyone clapping, signaling that we were home. The plane was welcomed at the Kalayaan Hall in Villamor Airbase.

Cabin Manager Vivien Santiago shared, “The athletes were all very friendly, courteous, and maintained their discipline as they followed instructions from the team leads. The mood was hosting a party for the Philippine

Olympic Team. During our BKK-MNL leg, once everyone was recharged and awake, they moved around the cabin, took selfies, chatted with one another, and engaged with the crew.”

She adds, “Among the athletes, Nesthy Petecio stood out the most, in my opinion. As soon as she boarded, she asked, ‘May adobo ba tayo?’ Nesthy felt at home on our flight and immediately connected with the crew. When asked to share a message with the Filipino people, she didn’t hesitate to deliver her heartfelt words.”

Purser Ces Agustin said, “When I first learned that I would be the flight purser for this historic flight,

I was in disbelief. I would consider this a highlight in my 31-year flying career. Having the athletes with me and bringing them home was a tremendous honor and privilege.”

As a PALer, she adds, “Being a PALer was an incredible experience because it’s not common for individuals to bring the Olympians home, and it was an awesome experience to serve and make them feel at home after they boarded the plane.”

The mission was a success, and everyone was proud to be of service to our sports heroes, who gave so much honor to the country.



# PAL reinstates Clark–Basco service, explores more routes out of Clark

by MARINELLA MAE HERNANDEZ

Philippine Airlines (PAL) reopened its Clark–Basco route (July 2024) in a milestone celebration at the Clark International Airport with airline officials and aviation industry stakeholders in attendance.

Officials of the PAL Group, Department of Tourism Region 3, Luzon International Premiere Airport Development Corporation (LIPAD), Bases Conversion Development Authority (BCDA), and Clark Development Corporation (CDC) graced the event.

The restored route now operates four times weekly (every Tuesday, Wednesday, Friday, and Sunday) via PR 2688 (Clark–Basco), departing Clark International Airport at 11:00 AM and arriving in Basco at 12:35 PM.

The Basco-Clark return service operates via PR 2689 on the same days, leaving the island at 01:00 PM and touching down in the Central Luzon gateway at 2:35 PM.

This direct service to picturesque Basco complements PAL's daily Manila-Basco service. The PAL Clark gateway also operates daily flights to Cebu, thrice weekly flights to Boracay (Caticlan), and four times weekly to Coron (Busuanga).

DOT Region 3 Director Richard Daenos said, "The flight represents the culmination of meticulous planning, coordination, and dedication, a testament to our commitment to enhance connectivity and to foster new opportunities for commerce, tourism, and cultural exchanges."

"As the flag carrier, PAL represents the entire archipelago in the global aviation industry, enhancing its reputation and connectivity. The airline is a vital link for the Filipino diaspora, enabling easy travel for millions of overseas Filipino workers (OFWs) and their families. PAL's routes—especially to remote or underserved areas—are crucial for regional development and integration, ensuring that even less

accessible regions benefit from air connectivity."

For his part, CLARK LIPAD President and Chief Executive Officer Noel Manankil said, "We are thrilled to reconnect Clark to the breathtaking beauty of Batanes. This flight opens opportunities to explore this unique destination and strengthens our commitment to convenient travel options for all. Your efforts contribute immensely to promoting tourism and economic growth for Batanes and Central Luzon."

PAL Express President Rabbi Vincent Ang said, "It gives us great pride to meet the demand for flights out of Central Luzon, a strategic gateway to Northern, Central and Southern Philippines. From Clark, leisure and business travelers can connect to other PAL domestic destinations via our Cebu hub."

The PAL Group focuses on building route capacity, fleet growth, and customer service innovations.

CLARK-BASCO	ETD	ETA	FREQUENCY
<b>PR2688</b>	<b>1100H</b>	<b>1235H</b>	<b>Tue/Wed/Fri/Sun</b>
BASCO-CLARK	ETD	ETA	FREQUENCY
<b>PR2689</b>	<b>1300H</b>	<b>1435H</b>	<b>Tue/Wed/Fri/Sun</b>



**READY TO SEE THE BREATHTAKING BEAUTY OF BATANES**

*Fostering new opportunities for commerce, tourism, and cultural exchanges*





# VISUALIZING PAL THRU ART

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*by IAN SAN GABRIEL*

Walking through the Lucio K. Tan Jr. (LKTJ) Center halls, visitors would notice colorful murals with images about Philippine Airlines (PAL) covering the entire wall sections on the different floors.

Jed Menes, Mike Diamzon, and Sam Pineda from the Marketing Department had a chance to make the new headquarters stand out. The opportunity came about during the construction of the building. Architect Joan Barnaby approached Marketing for ideas on sprucing up the blank white walls. Jed recalled, “Upon seeing the new space, we noticed how bright and open the floor concept was, so the team wanted to bring that same young vibe to the new office environment and have a creative play on the designs.”

## CHOOSING THE RIGHT ART STYLE

The group began by evaluating various artist portfolios to visualize the multiple themes. They contemplated choosing something classic, clean while subdued, or young, contemporary, dynamic, and vibrant. They chose the latter.

Mike shared how they decided to

collaborate with Glendford “Glend” Lumbao, “We were drawn to his portfolio. Aside from his creative style, it was also the professional aspect; having worked with other big brands, we felt his designs perfectly fit what we were looking for in this project.”

Glend’s art holds dynamic shapes and angles combined with playful

textures and colors to create a sense of motion. He recounted his dream of doing a mural on an airplane and considered this project with PAL a dream come true.

Developing the artwork for PAL, Glend said, “Creating a series of illustrations for a brand with a strong identity and rich history is a unique and enjoyable challenge.”



Further elaborating, he said, “The scale of this travel-themed project and the panoramic aspect ratio of some walls pushed me to explore new ways of presenting the visuals, which was super fun!”

## BRINGING THE WALLS TO LIFE

To start, creating intricate pieces

takes a lot of effort. Sam said, “We observed the new building with the artist and supplier to get a feel for the space and its lighting, then took measurements.” She adds, “We had the initial pass around January to make it for the March 15 inaugural of the new building.”

Working with the artist on the

timelines and incorporating PAL branding with the designs were other aspects of the design process that required attention to detail and knowledge of the PAL story. The team had to dig deep for historical milestones to make the murals meaningful. Glend had about 1-2 weeks of back-and-forth revisions for each wall with the team.



## OPENING DAY

During the company's anniversary, the people were thrilled to see PAL in their new home. Many were excited to move in and noticed the murals that now adorn PAL's walls.

Each floor has its own theme. The ground floor features things about PAL, such as its rich history and its people. On the first floor, the murals display Philippine culture interpreted through music, arts, food, textiles, festivals, and activities. On the second floor, the visuals highlight travel and the many PAL destinations.

Jed shared, "We were very pleased with how the artworks translated well into the space. It livened up the walls and became a good conversational piece for the areas."

Overall, the employees felt great seeing the office walls come to life with colorful graphics, making the space feel dynamic and fresh.

## ON SPOTLIGHT: GLENDFORD "GLEND" LUMBAO

Whenever someone asks him about his dream project, he often says he dreams of doing a mural on an airplane. With eyes gleaming, he said, "I always throw that idea out into the universe, even though it's silly. LOL, I can imagine the logistical nightmare of executing a paint job

on an airplane's surface."

An opportunity came when PAL came knocking. He grabbed the chance. He said, "So when PAL approached me for this collaboration, I was ecstatic. I immediately recognized that this dream project manifested in another form."

“

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”

Glend graduated from the University of the Philippines in 2017 with a Bachelor of Fine Arts degree. He dabs in both traditional and digital art.

He often starts his creative process by assembling and arranging random shapes on his canvas to visualize his desired layout and balance before sketching. Dynamic

angular shapes, raw lines, and subdued colors distinguish his style. He emphasized, "My work presents a modern look while aiming to evoke memories of carefree play; inspired by Filipino greats like Malang and Botong Francisco and merged with the art style of contemporary illustrators whom I look up to: Dan Matutina, Ivan Despi, Nata Metlukh, and Patryk Hardziej."

This latest project with PAL was the artist's first of its kind. He said, "If my memory serves me well, I believe this is my first time illustrating some of the most iconic travel destinations outside Asia."

One of his works stood out for Glend, and he said that the Flight Attendant piece on the ground floor was unique. He said, "It allowed me to explore and play with PAL visuals while embedding my art style into these compositions. I love the arrangement of the characters and the 'deconstructed' and stylized aircraft the most."

Before working with the flag carrier, he worked for other brands, "One of my most recent works is for National Geographic's 'Oceans Tomorrow,' curated by Emerging Islands. For this collaboration, I had to create one of the three digital murals for the 'Our City, Our Sea' exhibit in Hong Kong."

Other notable works included murals for Uniqlo and Magnolia Bakery.



**A DREAM PROJECT**

*Collaborating with PAL is not only an honor, but a memorable experience*









# “TAILS” FROM THE HEART

PAL Flight Purser Mary Ann Reyes shares her advocacy for animal welfare, especially for strays.

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*by ABIGAIL CRUZ*

Mary Ann Reyes is a cabin crew at Philippine Airlines (PAL), a mother, an animal welfare advocate, and a volunteer. She inspires people to care for strays despite the busy schedule of a flight purser.

Purser Maan grew her love for animals through her mother during her childhood. Her family never bought pets. Instead, they adopted their neighbor's kittens they could not handle. At six (6) years old, Purser Maan had as many as 12 cats. “You don’t buy, you rescue,” she says.

“

**You don’t buy,  
you rescue.**

”



Purser Maan vividly recalls her beloved pet named Valentine, a Shih Tzu and Japanese spitz mix. Valentine was her companion through many experiences, from graduating high school to getting married and joining PAL. She even took Valentine to the in-flight center with her. After 17 years, Valentine now rests close to Purser Maan—in her garden.

Another notable pet is Mio, Purser Maan's first rescue cat (October 2023) after being hit by a vehicle. Rescuing Mio paved the way to become friends with two (2) rescuers. Mio still lives happily and healthily in the Purser's home.

Burrito is another memorable rescue. He was a Pinscher and Chihuahua mix rescued when Purser Maan's daughter saw a woman in their subdivision carrying a dog inside a plastic bag. The woman intended to throw the dog away like trash. Burrito was rescued and adopted by the family. She stayed with them for seven (7) years until he crossed the rainbow bridge.

Purser Maan currently has two (2) dogs named Clementine and Pickles and eight (8) cats, all rescues, spayed

and neutered. Unsurprisingly, she co-founded two (2) animal welfare groups, connecting people through their love for animals.

The Ridgemont Animal Welfare promotes subdivisions to become pet-friendly by rescuing strays and building shelters inside their premises. The group has five (5) active members and a small shelter with eight (8) rescues in Cainta, Rizal. An essential program of the group is sponsoring quarterly spay and neuter drives.

The Philippine Society for the Humane Treatment of Animals (PSHTAI) started last March 2024 and has six (6) active members. While the group hopes to have a shelter, members foster rescues in their homes and organize weekly bazaars to raise funds, making the initiative sustainable. They hope to grow their membership and host adoption drives for their rescues. "I hope we open our hearts to stray animals; that is our goal in PSHTAI. We save lives, and we give hope," she said.

Purser Maan often feels fulfilled when she cares for animals needing shelter and a home, "Through caring

for them, you can feel their feelings. You save a life through fostering and adoption."

“

**You save a life  
through fostering  
and adoption.**

”

She even shared how her cabin crew friends support her organizations and extend their donations, allowing her to carry cat food in her car to feed stray cats on the way to work. She is also fortunate to have a supportive husband and a daughter who is gentle with animals and owns a pet cat in her college dorm.

Purser Maan hopes that more children will love and respect animals and that more Filipinos will consider adopting Asong Pinoy (Aspins) and Pusang Pinoy (Puspins). She closed the interview by urging fellow PALers and animal lovers to become responsible pet owners until their last breath, as having a pet is a life-long commitment.



**VISIT SEATTLE SOON**

*Highlighting more interactions during the Seattle product update*



**PTAA MEETS AT LKTJC.** *The Philippine Travel Agencies Association (PTAA) conducted its fourth General Membership Meeting for the first time at the PAL headquarters. One of the key highlights is the promotion of our upcoming route to Seattle.*

# PAL REPORTS US\$122 MILLION NET INCOME IN FIRST HALF OF 2024

- Flag carrier generates US\$1.6 Billion revenue for 1st half of 2024
- Passenger volume up by 13% to almost 8 Million passengers flown
- CAPEX spending increased to US\$157Million for aircraft purchases and maintenance, and product improvements
- Posted US\$122 Million in net income
- PAL's Debt to Equity improved to 2.06x as Total Debt goes down to US\$1.6 Billion and Equity increases to US\$763 Million
- Mabuhay Miles membership surpasses 6 million level
- Financial results bear out flag carrier's resilience and deliberate growth strategy

## CORPORATE UPDATES

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Philippine Airlines (PAL) rounds out the first half of 2024 with higher volume of passengers, cargo and ancillary services, generating US\$1.6 Billion in total consolidated revenues.

The flag carrier expanded flights by 11% and carried 7.9 million passengers across its international and domestic network, 13% more passengers vs. 1H 2023. PAL's expansion aligns with an overall growth in air travel, with Manila's NAIA showing a 13% growth in passenger volume. PAL also reported that its Mabuhay Miles lifestyle program has reached a new milestone and has grown to six million members.

Overall, PAL announced a net income of US\$122 Million and operating income of US\$182 Million for the six-month period, in line with expectations amidst a normalizing market environment versus the

travel demand surges of 2023.

Capital expenditures increased to US\$157 Million mostly for aircraft purchases, maintenance and cabin upgrades to reinforce operational integrity and a well-differentiated quality service for the airline's customers.

"Philippine Airlines remains on track in its transformative growth strategy as we deliver a more efficient airline offering quality service, to fulfill our mandate as the Philippines' flag carrier and only full-service airline with the largest network," said PAL Holdings, Inc. President and Chief Operating Officer Lucio C. Tan III.

For the second quarter of 2024, the airline generated revenues of US\$787 Million, a 4% decrease from Q2 2023 reflecting yield pressures brought about by the return of more capacity to the market. Operating income was negatively impacted by

higher costs related to increased flying and maintenance activities for Q2 and was reported at US\$64 Million. PAL's net income for Q2 2024 was US\$ 41 Million.

"As the industry adjusts to a re-balancing between demand and capacity, and continues to face cost and supply chain challenges, we are implementing a disciplined investment plan to upgrade our fleet and continue our digital transformation so that we can serve our passengers better," added Captain Stanley K. Ng, PAL President and Chief Operating Officer.

PAL operates the largest network of nonstop flights between the Philippines and the United States, serving Los Angeles, San Francisco, New York, Honolulu, and Guam. Beginning October this year, Seattle will join the network as PAL's sixth U.S. destination and the eighth in North America.





## CORPORATE UPDATES



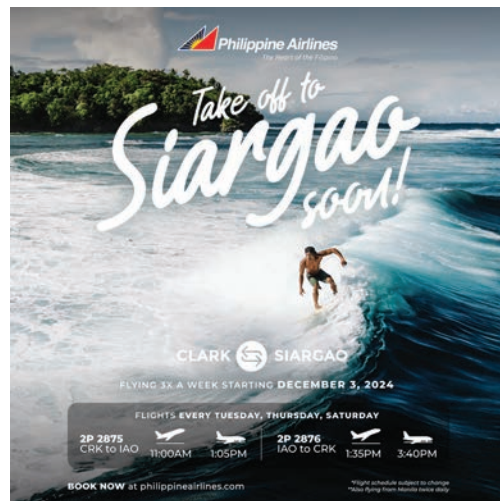
### PAL STRENGTHENS TOURISM THROUGH STB PARTNERSHIP

Philippine Airlines signed a full-year partnership with the Singapore Tourism Board (STB) promoting exciting activities, highlighting PAL's world-class and diverse flying experience that first-time and even repeat travelers can explore and rediscover in Singapore.

### PAL BRINGS BACK CRK-IAO ROUTE

Philippine Airlines will resume its Clark-Siargao service this December 2024.

There will be flights every Tuesday, Thursday, and Saturday via 2P 2875 (CRK-IAO) departing at 11:00 AM and arriving at 01:05 PM. Meanwhile, 2P 2876 (IAO-CRK) departs at 01:35 PM to 03:40 PM.



### HAECO SUPPORTS PAL

HAECO, a world-leading provider of aircraft engineering solutions is pleased to announce that it will provide heavy maintenance services up to D-Checks for Philippine Airlines' Airbus A321 aircraft at its facility in Xiamen starting from August 2024.

CORPORATE UPDATES

# PAL AWARDS 2024



# CELEBRATING PARTNERSHIP EXCELLENCE

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by DEANE BORLEO

PAL Sales recently feted its outstanding travel partners in two grand events in Boracay and Puerto Princesa.

For 2024, PAL Awards International and PAL Awards Philippines return in picturesque locales that mirror the grandeur of the occasion. The events held last April 22-24, 2024, at the Crimson Resort and Spa Boracay for the International awardees and last May 8-10, 2024, at the Princesa Garden in Puerto Princesa for the Philippine awardees, served as the venue for recognizing outstanding achievements and contributions.

As our Travel Partners, they continue to enrich our passengers' experience through innovative marketing strategies and exceptional customer care while generating remarkable sales figures.

## HONORING EXCEPTIONAL AGENTS

The PAL Awards 2024 celebrated dedication, excellence, and the symbiotic relationship between PAL and its partners. Over 300 agents who have played a pivotal role in promoting PAL's services worldwide flew in for these two special events, a testament to the widespread

operations. Through this immersive experience, the Sales team aimed to impact and reach of PAL's network. It was also an opportunity for PAL to continue to foster relationships and build camaraderie with them.

## A SENSORY FEAST

The PAL Awards activities unfolded over several memorable days, beginning with the arrival of travel partners and guests. The experience kicked off with a welcoming dinner that set the tone for the festivities, allowing participants to connect and network in a relaxed setting.

The following day, the focus shifted to team-building activities designed to foster collaboration and strengthen relationships among travel partners and the PAL team. The activities were both engaging and interactive, providing valuable opportunities for teamwork and camaraderie. Human Capital designed a bespoke team building concept for our travel partners, with the objective of cultivating key PAL DNA attributes: Collaboration, Agility, and Drive for Excellence. This initiative involves a series of dynamic challenges aimed at embedding these core values into the fabric of participants' daily

ensure that travel agents not only understand but also exemplify the airline's commitment to exceptional service and operational excellence.

The event's culmination was the highly anticipated awards night, in collaboration with the Tourism Promotions Board (TPB). This evening celebrated the outstanding achievements of agents and partners with a formal ceremony, recognizing their exceptional contributions and successes. The awards night was a highlight, bringing together all the elements of the event in a grand finale that acknowledged and honored the hard work of the travel professionals. Class acts like Angeline Quinto and Katrina Velarde entertained the guests, serenading them against the backdrop of lush tropical surroundings.

## LOOKING AHEAD

The two PAL Awards were all about recognizing the unwavering support and dedication of PAL's travel partners, who are the true pillars of our success. These events reaffirm our status as a pioneer in the travel industry dedicated to providing safe, reliable, and enjoyable experiences to passengers worldwide.

CORPORATE UPDATES

# SAFETY BEGINS WITH ME





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In my journey with PAL, I've experienced firsthand the transformative power of this airline—a company that's not just a job, but a gateway to dreams fulfilled and futures shaped.

As Acting Lead of PAL's Safety Department, when conceptualizing our Safety Awareness Month activities, it was our colleagues, our families, and our beloved airline that we had in mind. We envisioned activities that would resonate deeply with every PAL employee, reminding us all of the critical importance of safety in every aspect of our operations.

The “Safety Begins with Me” campaign isn't just a slogan; it's a philosophy that should be embedded into our daily endeavors. It's about fostering a culture where safety isn't negotiable but embraced by all—from management to every PAL employee. It's about making safety personal, a promise to ourselves and our loved ones that we'll do everything possible to prevent harm and ensure everyone returns home safely.

”

*CAPT. JUNDEE CASTRO*

**PAL SUPPORTS  
FILIPINO  
ATHLETES'  
OLYMPIC BID,  
PARTNERS  
WITH PSC**



*PAL OIC - Executive Vice President - General Counsel Atty. Carlos Luis Fernandez and PSC Chairman Richard Bachmann lead the exclusive dinner for Paris-bound Filipino Olympians and Paralympians.*

Filipino Olympic and Paralympic athletes were celebrated and honored at an exclusive dinner hosted by Philippine Airlines (PAL) in partnership with the Philippine Sports Commission (PSC) at the Century Park Hotel. This event marks a significant send-off as the athletes prepare to compete in the Paris 2024 Olympics and Paralympic Games.

The Paris-bound athletes were given personalized commemorative pilot pins and Mabuhay Miles in recognition of their efforts and achievements before raising the Philippine flag in the most prestigious sporting event in the world, with a pledge to award additional Mabuhay Miles to those who will bring home an Olympic or Paralympic medal.

PAL also launched the “PRs Go Further” campaign during the dinner, putting a spotlight on the Filipinos’ unbending fighting spirit. Taking inspiration from “PR”, which usually denotes a PAL flight number, this campaign will highlight the personal records Filipino Olympic and Paralympic athletes were able to achieve, and how these fuel their drive to go further.

PAL’s partnership with PSC is the start of many more initiatives to show PAL’s commitment to supporting the country’s top athletes. “PAL has always been our dedicated supporter when it comes to the welfare of all athletes. The public trust they also hold proved their commitment of providing outstanding service and excellent

assistance at all times,” said PSC Chairman Richard Bachmann.

With their partnership with PSC and their campaign in support of the Filipino athletes, PAL reaffirms their commitment to showcase the best of the Philippines in the skies as the country’s premier flag carrier.

“Our athletes exemplify Filipino excellence and as such, the best ambassadors of the Philippines in the global stage. As the flag carrier, it is both an honor and responsibility to support them as they represent all of us in their chosen sport. We can’t wait to see them perform their best at the games.” said Alvin Miranda, PAL Vice President for Marketing.

## CORPORATE UPDATES



### SHOP MORE WITH SMAC TO FLY MORE

Mabuhay Miles announces the renewal of its successful partnership with SMAC (SM Advantage Card), bringing together the two largest loyalty programs in the country. The new partnership introduces an improved conversion rate where members can enjoy increased value with their SMAC Points and Mabuhay Miles.

### PAL MOVIE NIGHT IN DUBAI

Philippine Airlines hosted a special movie night which brought together over 100 esteemed travel agencies and trade partners. The evening fostered valuable connections and provided a platform for discussing future opportunities. We look forward to building on these relationships and achieving continued success together!



### PAL HOLDS ITS REGIONAL SALES CONFERENCE IN ME

Philippine Airlines proudly announces the successful conclusion of its inaugural regional sales conference in the Middle East, held in Dubai. This landmark event brought together dynamic sales teams from Riyadh, Dammam, and Doha for a productive session of idea-sharing and brainstorming to elevate the airline's presence in the region.



# THE FUTURE OF TRAVEL: EMBRACING PASSENGER 360



CE Customer Touchpoint Governance Team hosted its first Summit on July 16, 2024

The event aimed to collaboratively develop the optimal experience at each passenger touchpoint within PAL, focusing on enhancing policies, processes, staff competencies, and technology.

Nearly 90 participants attended the event including representatives from Sales, Customer Support, Airport (Domestic and International), Flight Disruption Team, Inflight (Domestic and International), Catering, ISD, Customer Delivery, and Finance. Our touchpoint leaders presented their benchmarking results, performance evaluations, and strategic plans, aiming to continually elevate the standards for providing superior products and services to our passengers.

## HIGHLIGHTS

The event aimed to collaboratively develop the optimal experience at each passenger touchpoint within

our airline, focusing on enhancing policies, processes, staff competencies, and technology.

## OBJECTIVES

Enhancing Customer Experience: Identifying areas for improvement, sharing best practices, and introducing innovative solutions.

Strategic Alignment: Ensuring all departments align with our overall customer experience strategy and 2025 CSAT targets.

Benchmarking and Performance Evaluation: Evaluating current performance, establishing benchmarks and identifying improvement opportunities.

Collaborative Planning: Fostering collaboration, developing strategic projects, and promoting cross-functional efforts.

Resource Allocation: Prioritizing key projects and allocating necessary resources for impactful 2025 initiatives.

## SPEAKERS

Customer Support:  
Ms. Kiara Karla Amuan

Ticket Office:  
Mr. Pedrito Dimaculangan

Airport Domestic:  
Ms. Ayana Alamo

Airport International:  
Mr. Stephen Jayson Wong

Flight Disruption:  
Ms. Tiffany Marie Garcia

Inflight Domestic:  
Ms. Catherine Dimayuga

Inflight International:  
Mr. Mark Bagatua

Catering:  
Mr. Raymond Ong

“

**If we want to be extraordinary, we must stop being ordinary!**

”

Our team ensures that the Customer Experience, based on the Voice of the Customers, is consistently delivered by PAL to its passengers across all customer touch points and life stages to create delight and advocacy as well as recovery.

<p><b>CENTRAL PSS CONTROL</b> cpc_helpdesk@pal.com.ph 24/7</p>	<p>Responsible in ensuring that PR's PSS (Amadeus) system is compliant with industry standards.</p>
<p><b>COMMERCIAL TRAINING AND DEVELOPMENT DIVISION</b> ce_ctdd@pal.com.ph 08:00 AM to 05:00 PM</p>	<p>Responsible for Strengthening of Capability Building, Enhancing customer engagement through Interpersonal Skills, reinforcement or follow through initiatives training of frontline personnel to ensure quality and standardized application of guidelines and policies.</p>
<p><b>CONTACT CENTER</b> CCsupport@pal.com.ph 08:00 AM TO 05:00 PM</p>	<p>Responsible in overseeing PAL's contact center partners (Inspiro, iBex, Concentrix), with its primary emphasis on operations, workforce management, quality assurance, and training.</p>
<p><b>CUSTOMER MANAGEMENT OFFICE</b> wecare@philippineairlines.com 24/7</p>	<p>Responsible for managing and resolving customer feedback and complaints from passengers received through various channels.</p>
<p><b>CUSTOMER TOUCHPOINT GOVERNANCE</b> ctg@pal.com.ph 08:00 AM to 05:00 PM</p>	<p>Responsible for establishing, maintaining, and overseeing the implementation of project management standards across PAL organization to drive customer engagement, increase customer satisfaction and ultimately improve customer experience.</p>
<p><b>FLIGHT DISRUPTION</b> palinternal_support@pal.com.ph 24/7</p>	<p>Responsible for managing and communicating essential information to passengers during unexpected changes in flight schedules and other related disruptions.</p>
<p><b>PAL INTERNAL SUPPORT</b> palinternal_support@pal.com.ph 24/7</p>	<p>Responsible for assisting with all your internal inquiries and PAL's support needs</p>
<p><b>PRIME RELATIONSHIP</b> prime@pal.com.ph 08:00 AM TO 05:00 PM</p>	<p>Responsible managing endorsed cases from the Office of the President, Board of Directors, and other top executives which encompass reservations, ticketing, Mabuhay Miles-related matters, flight disruptions, baggage, ancillary services, special handling requests, and various other products and services.</p>
<p><b>SOCIAL MEDIA</b> socialmedia@pal.com.ph 24/7</p>	<p>Responsible for overseeing and engaging with passengers across various social media channels, the team's core objectives revolve around delivering customer service and recovery while safeguarding PAL's social media reputation.</p>

Customer Experience Help Page: <https://philippineairlines.sharepoint.com/sites/CustomerExperienceHelpPage>

## CUSTOMER EXPERIENCE CORNER

# PAL STAR OF SERVICE

Customer Experience Team introduced the “PAL STARS OF SERVICE,” a rewards program for Palex cabin crew during the PAL Express Inflight Townhall titled “Crewmustahan,”

**MANILA:** held on July 18, 2024 at the R2 PAL Express crew lounge  
**CEBU:** held on August 15, 2024 at the Crown Regency Suites

As the “Stars of Service” program rolls out, PAL passengers can expect even higher standards of care and attention from their cabin crew, reinforcing PAL’s reputation as a leader in passenger experience within the aviation industry. PAL continues to innovate and expand its commitment to delivering memorable journeys for every passenger.

Here are some of the awardee from the program for the month of August 2024.



### CE CONTACT DETAILS



PAL Web Chat

Scan QR code



Assist Click to Call

Scan QR code



Messenger

Scan QR code



Viber

Scan QR code



Manila hotline

(+632) 8539-0000

(+632) 8855-8888



WhatsApp

Add PAL as new contact

+63 998-951-4359



[www.philippineairlines.com](http://www.philippineairlines.com)

# The School of Innovation Takes Flight: A NEW ERA BEGINS!

On August 8, 2024, Philippine Airlines (PAL) kicked off the highly anticipated School of Innovation, marking a pivotal milestone. This eagerly awaited initiative has officially begun, setting the stage for a transformative era for our pioneering participants, as well as their dedicated squad leaders and coaches.

## ATTY. CARLU SETS THE STAGE FOR PAL'S FUTURE SUCCESS

This year's cohort was inaugurated by Atty. Carlos Luis "Carlu" D. Fernandez, OIC Executive Vice President and General Counsel. In his inspiring address, Atty. Carlu highlighted the initiative's crucial role in fostering progress and driving change within PAL. He emphasized that the School of Innovation is a cornerstone for cultivating a culture of continuous learning and innovation, essential for enhancing PAL's competitive edge in the industry.

## DEFINING OUR PATH FORWARD

Fernand "Yosh" Yoshida, Assistant Vice President of Product and Service Management, shared the strategic vision for this year's program. Yosh encouraged participants to reflect on some thought-provoking questions to ensure they stay aligned with their goals:

“

**Is this the best for PAL and the Philippines?**

**Does this create a connected experience?**

**Does this make our passengers' lives easier?**

”

These questions will keep our focus and ensure our impact is meaningful.

## LEARNING AND LEADERSHIP DEVELOPMENT

PAL's innovation lead coach Engr. Jose Emmanuel "Jimbo" Reverente of The Rizal Academy for Innovation and Leadership (TRAIL) delivered an engaging session on the foundations of innovation. He introduced key elements and highlighted what participants could look forward to in the program. Emphasizing the importance of systems thinking, Coach Jimbo guided the group on how to effectively identify and solving problems.

## LOOKING AHEAD

As the inaugural day wrapped up, participants expressed their eagerness to dive into the next sessions. The enthusiasm was evident, with everyone sharing their insights and looking forward to collaborative learning and individual growth.



## HUMAN CAPITAL UPDATES

Philippine Airlines (PAL) bagged the National Capital Region (NCR) Regional Exemplar and is now one of the finalists for the “Employer of the Year” in this year’s People Management Association of the Philippines (PMAP).

PMAP will announce the winner this October 2024 at their gala night in Iloilo.

PAL held a blood donation drive at its headquarters in partnership with Philippine Red Cross last September 2024.



# PHILIPPINE AIRLINES SHINES AT THE LINKEDIN TALENT AWARDS 2024

At Philippine Airlines, we believe that people are at the heart of everything we do. This belief was validated in a big way at the LinkedIn Talent Awards 2024, where PAL earned two prestigious honors: Best Employer Brand Winner and Learning Champion Finalist. These awards reflect more than our success—they speak to our ongoing commitment to our people, their growth, and their future.

## WHAT MAKES THE LINKEDIN TALENT AWARDS SPECIAL?

The LinkedIn Talent Awards is a global recognition program that celebrates companies making strides in talent acquisition, employee engagement, and learning. With millions of businesses using LinkedIn to find and develop talent, being recognized is a huge honor. These awards shine a spotlight on companies that go beyond the norm in attracting and supporting their employees, using the power of LinkedIn to build meaningful connections and cultures where people thrive.

## BEST EMPLOYER BRAND: OUR PEOPLE, OUR PRIDE

Winning the Best Employer Brand award in the 5,000 to 10,000 employee category is a proud

moment for us. This award is all about showcasing our culture and values in a way that resonates with top talent around the world. At PAL, we believe in sharing the stories that make us who we are—from our commitment to employee development to the diverse and supportive work environment we've created.

Through LinkedIn, we've been able to share a glimpse of life at PAL, highlighting not just the opportunities we offer but the sense of community and belonging we foster. We want the world to see what we stand for and why PAL is more than just a place to work—it's a place where people can grow and succeed together.

## LEARNING CHAMPION: BUILDING A FUTURE OF CONTINUOUS GROWTH

Being named a Finalist in the Learning Champion Category is a true testament to our dedication to employee growth and development. At PAL, learning isn't just something we talk about—it's something we live. Whether it's through leadership programs, technical training, or personal development initiatives, we make sure our people have the tools and opportunities to continuously improve.

Our PAL Multiversity offers a wide range of resources to help employees enhance their skills, grow their careers, and keep pace with a rapidly changing world. Being recognized in this category affirms our belief that investing in our people's growth is one of the most important things we can do—not just for their careers but for the future of the airline.

“

**Being named a Finalist in the Learning Champion Category is a true testament to our dedication to employee growth and development. At PAL, learning isn't just something we talk about it's something we live.**

”



**THE HEART OF OUR SUCCESS:  
OUR PEOPLE**

At the end of the day, these awards are a reflection of one simple truth: our people are our greatest strength. Every member of the PAL family plays a role in making us the airline we are today. Whether they're up in the skies or on the ground, their dedication, passion, and hard work drive us forward.

As we celebrate these achievements, we know they are not just about what we've done but about who we are—an airline that values its people above all else. We are committed to creating an environment where talent can flourish, and where every person feels empowered to reach their full potential.

“

**At the end of the day, these awards are a reflection of one simple truth: our people are our greatest strength. [T]he PAL family plays a role in making us the airline we are today.**

”

**LOOKING FORWARD: A FUTURE BUILT ON EXCELLENCE**

As we look to the future, these recognitions serve as both an honor and a challenge—to keep pushing forward, to continue investing in our people, and to maintain the high standards that have brought us this far. We're excited about what's ahead, and we know that with the incredible talent and dedication of our team, there's no limit to what we can achieve.

For us, these awards aren't just trophies—they are a reflection of the values we hold dear and the bright future we're building together. And while we may be flying high today, we know that the real journey has only just begun.

## MARKING TIME

The Human Capital Department recognizes the following for their years worth of hard work and dedication to Philippine Airlines:

- **Mr. Manabu Kanuka** - 20 Years
- **Ms. Akiko Okamoto Murao** - 20 Years
- **Ms. Lyzette Iлона "Chet" Agustin-Bongato** – 15 Years
- **Ms. Nikki Harriet Cunanan** – 5 Years
- **Ms. Inna Beatrice Pascual-Santos** – 5 Years





## PALer's Pride

# RYAN SYLVESTER CHAN

Ryan Sylvester Chan, son of PAL Assistant Medical Director Dr. Rene Chan and Dr. Sandra Chan, recently topped the 2024 Civil Engineering Board held last April. He graduated with a degree in BSMS Civil Engineering with a specialization in Construction Technology and Management from the De La Salle University.



## PAL's Pride

# OUR THUMBS UP AWARDEES & OUR BEAUTY QUEEN

Appreciation to **Ms. Ching-Han Silvia** of TPE Station who was commended by a satisfied passenger on flight PR897 / TPE-MNL on July 20, 2024.



Xiamen Station Manager **Mr. Shi Tian Tony Chen** and Customer Sales and Services Agents **Ms. Xiao Kang Vera** and **Ms. Xiaoqin "Connie" Tian** displayed teamwork and dedication in customer service.



Station Manager **Mr. Kriangsak Panichpoomipat** to **Ms. Siripak Atchapatwachiraphorn**.



**Macky Macapagal** has that drive for excellence pushing her to try more things that are out of her comfort zone. Recently, she placed third at Mutya ng Taguig.



*Pageant photos by JEFF TARUC*

## PAL Foundation Updates

# DSWD RECOGNIZES PAL FOR ITS CSR INITIATIVES



*PAL Inflight Catering Administrative Assistant Margarita Rosales and PAL Foundation Head Pinky Mag-iba Balagtas with DSWD officials during the awarding of plaques.*

The Department of Social Welfare and Development (DSWD) recently awarded a certificate of appreciation to the Philippine Airlines (PAL) Inflight Catering Division and the PAL Foundation, Inc. (PALFI) during the celebration of DSWD-National Capital Region (NCR) Rehabilitation Sheltered Workshop's (RSW) 56th founding anniversary in DSWD office in Quezon City.

DSWD recognized PAL's commitment towards meaningful corporate social

responsibility (CSR) and support in sustaining the Agency's advocacy over the past 40 years through a subcontracting job project, creating fair livelihood opportunities and a better society for Persons with Disability (PWD), making them more productive and self-reliant citizens.

Currently, the DSWD sustains more than 30 PWD workers and dependents through the PAL Sanitizing Project, which handles the sanitation of PAL's inflight headsets.

## On natural disaster preparedness and emergency responses PALFI AIDS SURVIVORS OF LANDSLIDE IN PNG AND MASSIVE FLOODING IN NCR



PAL Foundation joined hands with Airlink and IsraAID in attending to the victims of the catastrophic landslide in Papua New Guinea (PNG) in May 2024.

PALFI provided free air transportation for the assigned four-member team of IsraAid. They flew from Israel to Port Moresby to assess PNG's situation and offer mental and psychological support to the local community. The IsraAID team flew PAL from Manila to Port Moresby and back, from Port Moresby to

Dubai via Manila.

*Airlink is a global humanitarian organization based in the United States of America (USA), delivering critical aid to communities in crisis. IsraAID, one of Airlink's partners, is an Israel-based non-governmental organization that responds to global emergencies, including disaster relief, search and rescue, medical assistance, and post-psycho trauma care.*

Meanwhile, the PAL Foundation

distributed clothes, sleeping materials, toiletries, and other items for personal use to about 180 PAL Group employees and service providers who were affected by the massive flooding in the National Capital Region brought about by Super Typhoon Carina and Habagat last July 2024.

The Foundation also turned over 300 pairs of slippers to those affected by the typhoon in Manila through the initiatives of the Philippine Travel Agencies Association (PTAA).



On overall positive health

## **PALFI DISPLAYS INCLUSIVITY AS IT PARTICIPATES IN BRIGADA ESKWELA AND RENEWS ITS PARTNERSHIP WITH PVAO**



*PAL and PVAO officials during the loading of the first batch of wheelchairs for Cagayan de Oro at the PAL Cargo Terminal in Pasay—Veterans Affairs Management Division (VAMD) Senior Veterans Assistance Officer Lilian Aquitania, VAMD Supervising Veterans Assistance Officer and Officer-In-Charge Liza T. Dela Cruz, PAL VP for Cargo Business Jason Siy, PAL Foundation Head Pinky Mag-iba Balagtas, and VAMD Veterans Assistance Officer I Pauline Gallano.*

PAL Foundation recently conducted Brigada Eskwela activities in various public schools in Metro Manila and Bulacan affected by Super Typhoon Carina.

PALFI distributed activity and hygiene kits to 1,050 preschool students in time for the class opening in August. Beneficiaries were 350 daycare students of Barangay 184 and kindergarten pupils of Brgy. 179, located in Maricaban District, Pasay; 350 kindergarten students of Francisco Pelaez Elementary School in Tondo, Manila; and 350 daycare students of Brgy. Pulong Gubat and kindergarten

pupils of Marciano Rivera Elementary School in Balagtas, Bulacan. Each activity kit contains coloring books, crayons, puzzles, and toys, while a hygiene kit comprises a toothbrush, toothpaste, lotion, and other toiletries.

Barangay and school officials, teachers, parents, and students thanked PAL and PALFI for their support.

*Brigada Eskwela is a Department of Education (DepEd) program that encourages “bayanihan” in the community and creates conducive learning environments for students.*

Before the same month ended, the PAL Foundation renewed its partnership with the Philippine Veterans Affairs Office (PVAO) of the Department of National Defense (DND) to help promote the welfare of Filipino war veterans.

PAL committed itself to extending its Buong Pusong Alaga to our heroes who defended the country and our people, especially now, as they live their golden years. With the agreement, the flag carrier will transport wheelchairs and other supplies for the veterans and their dependents in the provinces for free.

## On social sustainability and community development **PAL FOUNDATION HELPS SUSTAIN AGRICULTURAL COMMUNITIES IN PALAWAN AND BRINGS NATURE'S BOUNTY TO PALERS**

PAL Foundation turned over a check donation amounting to P1.8M to the Tan Yan Kee Foundation, Inc. (TYKFI) last August 2024 to aid farmers and communities in Puerto Princesa in Palawan.

The cash donation, which came from generous and kind-hearted sponsors of the 1st Philippine Airlines USA Cup held in October 2023 in San Francisco, California, will help beneficiaries recover from the severe effects of climate change and other environmental issues like food scarcity and natural disasters. The CSR arm of the Lucio Tan Group of Companies, TYKFI, in partnership

with the Department of Agriculture (DA), manages a farm in Puerto Princesa to promote a sustainable agricultural production program, food security, and livelihood for local communities amidst growing global concerns like climate change and such as food scarcity and poverty.

The donation is for purchasing additional seedlings, farming supplies, and equipment to help increase yield and manage the consequences of climate change.

This joint effort of TYKFI and PAL Foundation is a way to give back to communities in Puerto Princesa, one

of the PAL's oldest stations in Luzon.

PAL Foundation joined the celebration of TYKFI Chairman and President Dr. Lucio C. Tan's birthday and the nutrition month last July by supporting one of his flagship initiatives towards sustainability and food security by bringing 'Nature's Bounty' to PAL's new headquarters in Pasay.

The project, launched last July 18, offers fresh farm produce to PAL Group employees and service providers from TYKFI farm in Nueva Vizcaya once every month.



*PAL Foundation Head Pinky Mag-iba Balagtas, PAL VP for Corporate Affairs Anne Tiongco, TYKFI General Manager Philip Sing, and TYKFI's Jonathan Anuma and Angela Benecario during the turnover ceremony held at the TYKFI office in Makati.*





## The PALiner ON THE SCENE

# Forever Flyer Lands at LKTJC

The entire PAL family, led by PAL Holdings, Inc. (PHI) President and Chief Operating Officer Lucio C. Tan III and PAL President Capt. Stanley K. Ng, extended a warm and heartfelt welcome to double-gold Olympic medalist Carlos Yulo during his visit last August 22 at the LKTJ Center.

The PAL management and employees were all smiles as Yulo obliged the employees' requests for a once-in-a-lifetime selfie with him. Yulo was gifted with 180,000 miles per year for life, recognizing his efforts during the 2024 Paris Olympics. The Olympian was grateful for the support he and other athletes received from the PAL family.





**I SPY WITH MY EYES**  
*Safer skies with Philippine Airlines*



# End Frame



## The New York State of Mind

Flying to the Big Apple, Joyce Gotuato from Business Development & Innovation under Marketing could not resist capturing this moment as she stood beside the Fearless Girl, a symbol of empowerment, across the iconic New York Stock Exchange. As she said, New York City will always have her heart.

Get your photos featured; email us with your best shots at [ThePALiner@pal.com.ph](mailto:ThePALiner@pal.com.ph).