

The PALiner

D I G I T A L

Philippine Airlines' Official Publication

WHAT'S BREWING, SEATTLE?

PAL'S NEWEST GATEWAY IN THE US
INCLUDES EXCLUSIVE PHOTOS
FROM THE INAUGURAL WEEK



SCAN TO VISIT
THE WEBSITE
AND VIEW THE
LATEST ISSUE
OF THE PALINER

IN THIS ISSUE

PAL RELAUNCHES OSAKA FROM CEBU
LUDI'S SEATTLE: HOME AWAY FROM HOME
PAL'S SCHOOL OF INNOVATION BREEDS
AVIATION BUSINESS IDEAS

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CREW ART 4 HEART
Creativity in the workplace



ABOUT THE COVER

PAL's Boeing 777-300ER arrives in the Emerald City carrying 302 passengers on the Manila-Seattle maiden flight.

Photo by Claire Alexander and Derek Edamura

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The PALiner is produced for the employees and friends of **PHILIPPINE AIRLINES** and **PAL EXPRESS**.
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The Chairman's Corner



Dear fellow members of the PAL Family,

As we march into a new year together, we continue our great efforts to make Philippine Airlines the Airline of Choice and a flag carrier all Filipinos can be proud of. We have been blessed with a high-performing workforce that embodies our PAL DNA. Our solid business performance is a testament to that, along with the investments made to build a stronger Company that will equal the momentous challenges ahead. I am incredibly proud that we have withstood every obstacle and operational difficulty that has come our way—and I commend you all for your resilience and resourcefulness.

As a company, PAL keeps up with its human capital. I am grateful that we have been recognized for how much we care for our people and empower them while respecting their well-being and values. We will continually strive to be the best employer, fostering a service culture dedicated to forming meaningful engagements with millions of customers worldwide.

We also build lasting partnerships with our government for nation-building, with aviation agencies and industry experts for safety and security, and with our service partners and loyal stakeholders to deliver the best travel experience in all the markets we serve.

Nowadays, intense competition is the norm in aviation. Let us welcome competition and adapt to it, as it will only propel us towards excellence, foster innovation, and deepen our commitment to customer obsession. The only outcome we accept is success.

I encourage every PALer to respond to this. Let us continue to work harder and serve even better. Let us put our resources to good use, cultivate newer strategies to manage risks, and heighten our collaboration so we can take ownership of our future.

There is so much to look forward to in 2025. The year may present challenges, but I know I can count on all of you to stay strong and connected, devoted to our mission of service and responsible growth.

I wish you all happiness, peace, and productive learning for 2025. Thank you for your steadfast support for PAL and the community we have built here.

Dr. Lucio C. Tan

Chairman and Chief Executive Officer



Serving the Almighty and Nation

We have much to be thankful for and to reflect on at Philippine Airlines. We have made major strides in building the company for long-term stability and adapted our business plans and strategies accordingly to support our goals.

In recent months, we launched our direct flight to Seattle, strengthening the bonds of the Philippines with the United States and connecting Filipinos with their families and friends in the state of Washington. Meanwhile, we also restored Clark-Siargao and Cebu-Osaka routes, linking our hubs to a wider market while boosting Philippine trade and tourism.

We will continue to build up our network this year. We are reviving Manila-Cauayan services to build our presence in the northern provinces. We are switching back to PAL's own aircraft for our flights to Melbourne and Sydney, so that more Filipino and foreign passengers can rediscover the Buong-Pusong Alaga that PAL is known for.

Through all this, we are determined to stay focused on our customers above all, by introducing new products and offering more service options and flexibility to our passengers, down to the basic things like baggage allowances and affordable fares.

I know we will continue to grow and innovate in the coming years. I trust that PALers are well-equipped to make good use of advances in technology to serve our passengers better, as demonstrated by the recent success of our new School of Innovation program.

On behalf of management, I am sincerely grateful to our PALers for making Philippine Airlines a safe and reliable airline. Our teamwork provides genuine care that comes from the heart. We commend you all for your hard work and dedication; your positive attitude in serving the greater good is truly inspiring.

Let us start 2025 stronger and achieve more for God and our country.

Mabuhay!

Capt. Stanley K. Ng
President and Chief Operating Officer



The PALiner

EXCLUSIVE





Leading the historic ceremonial ribbon cutting at NAIA T1 were (L to R) MIAA GM Eric Jose C. Ines, NNIC GM Angelito Alvarez, DOT ASec Sharlene Batin, PAL Holdings Inc. President & COO Lucio C. Tan III, PAL Board Director Sheila Pascual, DOTr Secretary Jaime J. Bautista, US Ambassador to the Philippines MaryKay Carlson, PAL OIC EVP - General Counsel - Atty. Carlos Luis Fernandez, and PAL President & COO - Capt. Stanley K. Ng.

WHAT'S BREWING, SEATTLE?

by IAN SAN GABRIEL

The Emerald City of Seattle has been a rising star in Philippine Airlines' global network over the last three months, logging a successful peak holiday season marked by a healthy growth in travel across the Pacific.

This story of success and high potential began in April 2024, when PAL announced its plans to make Philippine aviation history by linking Manila and Seattle with nonstop flights – PAL's first foray into the U.S. Pacific Northwest. It was the latest pioneer move by the airline that has served more gateways in the United States from Manila than any other carrier, starting with San Francisco, Guam, and Honolulu in 1946, Los Angeles in 1980, and New York in 1996 (with a comeback in 2015).

Last October 02, hope and optimism filled the NAIA T1 Gate 6 as passengers, industry stakeholders, and PAL personnel prepared to send off Flight PR 124 on its historic first flight to Seattle. The new service was lauded in the send-off remarks given by DOTr Secretary Jaime J. Bautista, DOT Assistant Secretary Sharlene Batin, and U.S. Ambassador MaryKay Carlson.

They were later joined by MIAA GM Eric Jose Ines, NNIC GM Angelito Alvarez, PAL Holdings Inc. President and COO Lucio Tan III, PAL President and COO Capt. Stanley K. Ng, and PAL Board Director Sheila Pascual for a ribbon-cutting ceremony to officially launch the new service.

At exactly 11:02 PM, with 308 passengers on board, RP-C7778 took off from Manila for the 12-hour journey to Seattle. Interestingly, RP-C7778 was the same Boeing 777-300ER aircraft this author picked up from Boeing's Paine Field, just north of Seattle in Everett, on its delivery flight to Manila in 2016. This particular 777 would be a symbolic reunion with Seattle. For the PAL inaugural delegation on board, it was the start of a three-day opportunity to bond with PAL's newest destination and its people.

HELLO, SEATTLE

At 7:48 PM, PR124 landed at Seattle Tacoma International Airport. It was welcomed with a water cannon salute, a time-honored tradition celebrating the new transpacific connection. Capt. Jose Ramon Lozano, the company's Chief Pilot for the Boeing 777 fleet, and his flight crew effortlessly directed the aircraft to gate S10.

Seattle community officials and a proud group of Filipino-Americans greeted the arriving passengers with welcome banners, treating them to cultural dances, Filipino snacks, and refreshments at the gate.

The following day was packed with fruitful activities for the PAL

inaugural delegation. First, the delegates met with the Greater Seattle Partners (GSP), a public-private partnership group promoting jobs and investments in the Greater Seattle region. GSP President & CEO Brian Surratt had productive discussions with the PAL officials, who were joined by Philippine Consul General Neil Frank Ferrer and DOT Tourism Director/Attaché Marie Soleil Tropicales.

The PAL team then visited Boeing's Customer Delivery Center at Boeing Field, where the manufacturer's executives showcased the latest features of a Boeing 787, slated for delivery to another airline customer.

NIGHT AT THE GLASSHOUSE

The first day was capped with a glitzy inaugural gala for 200 guests at the Chihuly Garden and Glass Art Museum, situated just beneath the iconic Seattle Space Needle tower. Partygoers from various Seattle businesses and travel groups toasted the PAL Seattle-Manila route while partying to the tunes of the Side-A band under a stunning 100-foot glass sculpture by American artist Dale Chihuly. Lucky winners received golden tickets to fly to the Philippines, courtesy of PAL.

CONNECTING WITH THE FILIPINO-AMERICAN COMMUNITY

The PAL team visited the Filipino Community of Seattle (FCS), one of the longest-standing, non-profit social service organizations in the United States. The FCS, established in 1935, supports Filipino and Filipino-American communities by promoting social justice and diver-

sity while providing affordable housing, senior services, youth development, STEM programs, arts and culture programs, small business resiliency resources, and basic needs programs in food bags and warm meals. The group's engagement and youth activities included courses to teach locals to speak Tagalog and cook Filipino dishes such as "*lumpia*" and "*pan de sal*."

FCS Executive Director Agnes Navarro led a tour of the group's Filipino Community Center (FCC) building, which provides affordable housing units to 326 individuals and offers weekly subsidized meals for seniors. Kristopher (Kris) Larsen, Director of IT & Workforce Development, was on hand to brief the group on a workforce development program for the formerly incarcerated. FCS is working to construct a Filipino Community Village to host 56 brand-new apartments to eradicate displacement in the Fil-Am community. The FCS works closely with the City of Seattle and other non-profit groups.

NEW LINK = NEW BONDS ACROSS THE SEA

The delegation's three-day working visit to Seattle was short but very meaningful. By opening new friendships and working relationships that will help deepen collaboration between Filipinos and Americans, the inaugural activities capitalized on the airbridge opened by the new PAL Seattle service, uniting two dynamic cities ripe for trade, tourism, and healthy cultural exchanges.



PAL executives were warmly welcomed by the Boeing team at their Everett facility. They had a first-hand look on some of the new aircraft types on offer from the manufacturer.

Guests were serenaded by iconic Filipino band Side-A, underneath the gleaming 100-foot glass sculpture made by American artist Dave Chihuly.



The guests raised their glasses to celebrate the first non-stop service to the US Pacific Northwest.

FCS Executive Director Agnes Navarro gave the delegation a tour through the "fair space" housing facility, allowing low-income individuals to have a space to live in.



Capt. Stanley Ng presented a PAL Boeing 777-300ER model to Ms. Agnes Navarro, FCS Executive Director.



A BUSTLING CITY: SEATTLE

Thriving with industrial, commercial, and cultural activities day and night





The Seattle Art Museum houses hundreds of artworks, including traditional and mixed media. It also holds various exhibits where you can meet local artists throughout the year.

Photo by Alborz-Kamalizad

SEATTLE: A TRUE FEAST FOR THE SENSES

by IAN SAN GABRIEL

The beautiful city of Puget Sound is known for many things. Fresh-sourced food and savory offerings at Pike Place Market. A luminous music scene. Home to Heart, Nirvana, Pearl Jam, and Foo Fighters. And, of course, the iconic Space Needle, a landmark known by many.

A facet of Seattle that is less commonly known is its colorful art scene. The city's fun and creative side is alive in almost every corner, renewed daily by the many artists who call it home.

Recently, Seattle unveiled vibrant murals in its downtown area commissioned by the Hope Corps Downtown Seattle Mural Project, an artist employment program created by the Seattle Office of Arts & Culture to connect artists and cultural workers with creative career advancement opportunities. The Mural Project aims to delight visitors visually by showcasing the works of 32 local artists in various open spaces, all depicting the city's unique charm.

The Chihuly Garden and Glass Art Museum in Seattle Center, next door to the Space Needle, delights visitors with the breathtaking sculptures of glass artist Dale Chihuly, a Seattle local who has received many awards and has exhibited in more than 200 museums worldwide.



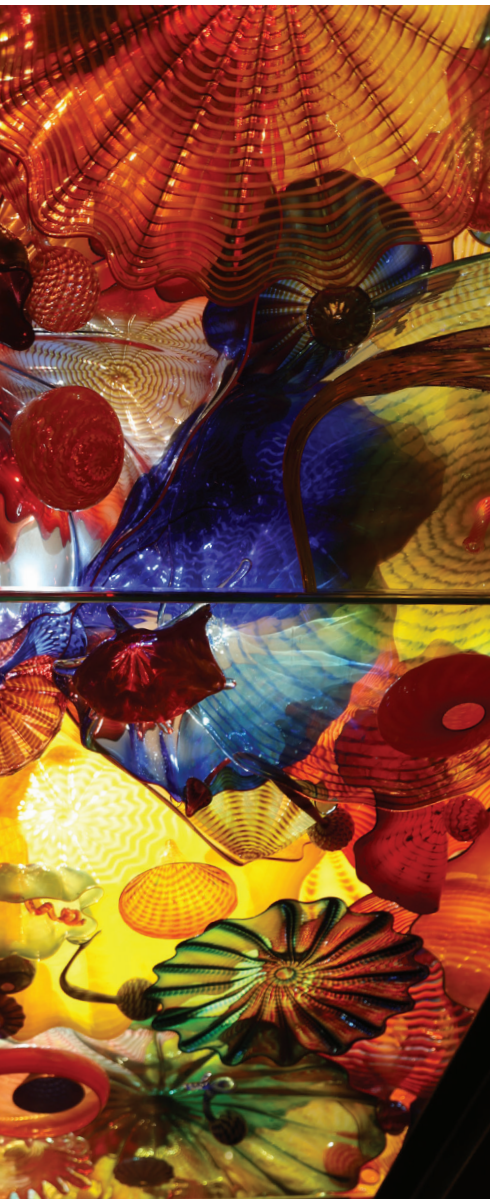
In October 2024, the Chihuly Museum hosted the Seattle Glass Experience Festival, inviting guests to ignite their curiosity with glassblowing demonstrations from glass artisans. Over at Pier 69 on the Seattle Waterfront, a special one-night-only event dubbed “Far West” featured a temporary neon work

installation from artist Kelsey Fernkopf, whose geometrical pieces took over Pier 69’s deck against the dramatic backdrop of Puget Sound. A live music demonstration by Cedric Mitchell capped the event.

Art lovers flock to other notable Seattle venues such as the Seattle

Art Museum, Seattle Asian Art Museum, and the Frye Art Museum, ensuring a year-round feast of groundbreaking art and culture.

The Seattle Art Museum recently hosted an exhibit by the globally renowned American artist Alexander Calder, regarded as the inventor



The Galleries inside Chihuly Garden and Glass offer a comprehensive collection of Dale work, which spans over 40 years.

of wire sculptures and iconic mobiles. “Calder: In Motion, The Shirley Family Collection” was the first comprehensive public display of 48 seminal works from the artist.

The Frye Art Museum presents well-regarded exhibitions, including the recent Dolls of Gratitude, a

community-based project guided by the understanding that art provides a pathway to holistic health and well-being. The ongoing Frye Salon features over one hundred paintings from the Frye Art Museum’s Founding Collection, recreating the dramatic viewing experience enjoyed by visitors to Charles and

Emma Frye’s Seattle home in the first decades of the twentieth century.

For 2025, one thing is certain: More shows, exhibits, and festivals will pop up in the coming months to excite many arts and culture aficionados, proving once and for all that Seattle is a true City of Art.

LUDI'S SEATTLE: HOME AWAY FROM HOME

by ABIGAIL CRUZ

Philippine Airlines' new connection between Seattle and Manila will help drive business and tourism for both destinations. With less than 14 hours of travel time on a nonstop flight, the new service offers more convenient access for American tourists and for our *kababayans* on both sides of the Pacific.

If we dig deeper, though, PAL connects families in the US North Pacific to the Philippines, upholding our duty as the nation's flag carrier.

When we planned out our itinerary for the Media Familiarization Tour to promote Seattle as a must-visit destination, we found it interesting to highlight how life is like for our *kababayans* in Seattle. We started diving into what *Pinoys* are known best worldwide: our food and hospitality.

We reached out to our friends and colleagues in Seattle for their insights. A popular all-day breakfast diner in Downtown Seattle came

into mind—*Ludi's Restaurant*.

I wasn't sure if we would be getting a quick response to our request to visit, as Ludi's has become a busy and popular spot. People would expect long lines outside the restaurant, and their social media pages stated that they do not accept reservations. Minutes later, however, we received a response from an excited Rita Rosas-Glenister, daughter and part owner of Ludi's, happily accepting our intent to visit.

Upon our group's arrival at the restaurant, we received the warmest welcome from Ludi's owner and patriarch, Mr. Gregorio Rosas, who everybody calls "Tito Greg." He was all smiles upon meeting the PAL group and our guests from Manila. It certainly feels comforting seeing *kababayans* when you're miles away from the Philippines. Ludi's quickly felt like our home away from home. We got seated to order our preferred *silog* meals and the crowd favorite, the ube pancake. Tito Greg

then started sharing his story.

Tito Greg grew up poor in Pandacan, Manila. He remembers the day clearly when he was given up in an informal adoption by his mother to her friend, Aling Ludi. He was crying, carrying a small bag, as his mother told him that he would stay with Aling Ludi from then on, "*If you are a good boy, they might like you, and if they like you, they might love you.*" He hung onto those words. He was just 7 years old. He later found out that his mother was dying from breast cancer.

Aling Ludi had a small *karinderia*, which little Gregorio helped manage and where he learned kitchen basics. He worked as a houseboy to support his younger siblings. He eventually worked at a shipyard terminal along Pasig river, where he would meet and work with a Jewish family who would later bring him to the United States in 1978. Tito Greg, now 68, was 22 years old at that time.



Gregorio Rosas, affectionately known as "Tito Greg," stands in front of his diner at 120 Stewart. Ludi's has hungry guests lining up outside despite the cold weather to try one of his specialties, such as the Ube Pancake.



IT'S ALL IN THE FAMILY. *Ludi's is managed by Tito Greg and his daughter, Rita.*

Tito Greg decided he wanted to stay in the US. He was an undocumented worker when he worked as a dishwasher at a restaurant in Downtown Seattle called The Turf. He worked hard every day at The Turf, scrubbing each plate, utensil, and glass spotless. His life in the US seemingly became a series of fortunate events. He was granted his green card in 1983, and with his diligence, he would later inherit The Turf in 2001 after the previous owner passed away.

In 2008, Tito Greg and his daughter, Rita, renamed The Turf into Ludi's, an ode to Aling Ludi, who gave him his first taste of working in the food industry. Ludi's offered a fusion of American and Filipino breakfast favorites now beloved by Seattleites and Filipinos.

To this day, Ludi's is a family-operated restaurant. It became a place for customers to find comfort not only as a place serving hearty meals but also a place where they can feel the warmth of a Filipino family.

Tito Greg truly is a beacon of hope and inspiration. Then Seattle Mayor Jenny Durkin recognized him as an outstanding citizen, proclaiming September 16 as Gregorio Rosas Day.

He gave back the blessings he received by adopting five children, two of which are Aling Ludi's granddaughters, and finance the education of children in need. At one time, Tito Greg supported a young man he saw in the Filipino TV show "Wowowee" by helping him find his

long lost father, even shouldering the costs for the young man's DNA tests and transportation expenses. The list of his kindness to others would go on.

Washington State is home to 180,000 Filipinos, and 4.1 million in all of North America. Filipinos are well loved and recognized in Seattle. The Dr. Jose Rizal Park was built to honor the Filipino community in the city.

Tito Greg looks forward to his flight home to the Philippines in 2025. He last visited the country 20 years ago. After years of hard work, this trip will be a well-deserved break and homecoming for Tito Greg. By expanding its direct flight network from the Philippines to the US, PAL's services go above and beyond for our nation's modern-day heroes.





THE HUMBLE BEGINNINGS OF TITO GREG

Being resilient despite life's challenges until he inherited The Turf, his greatest blessing



WAKE UP IN SEATTLE: YOUR GUIDE TO THE EMERALD CITY

by ABIGAIL CRUZ

Seattle is globally known for its iconic Space Needle. The 605-foot-tall landmark was built in 1962 during the World's Fair. It symbolizes humanity's Space Age aspirations and continues to represent the innovative and forward-thinking spirit of Seattle. But beyond the Space Needle lies several icons that make Seattle a notable destination.

Seattle is a bustling city of unique sites and experiences that fit many personalities. Here's a quick guide to the places you need to know when planning your trip to the Emerald City:

A COFFEE LOVER'S SWEET HAVEN

Seattle plays an invaluable role in coffee history. The first branch of the multi-national coffee chain Starbucks opened its doors in 1971 at the Pike Place Market in Downtown Seattle. It is also worth noting that one of six Starbucks Roastery Reserves in the world, the branch that grinds coffee beans for global distribution, is in Seattle. The city's vibrant coffee culture is a treat for coffee lovers. It is also an avenue for many small and beloved coffee shops. A few popular ones are Monorail Coffee, Storyville Coffee Pike Place, and Victrola Coffee Roasters.



AN AVGEEK'S PLAYGROUND

Also known as the "Jet City," Seattle houses major companies with instrumental roles in the world of aviation. The world's biggest aerospace company, Boeing, holds its manufacturing headquarters in Seattle. The company is the leading producer and developer of commercial airplanes, defense products, and space systems.

Enthusiasts can also visit the Museum of Flight, which holds one of the largest air and space collections in the United States. The museum features a replica of the world's first aircraft designed and developed by the Wright brothers, an antique Lockheed Electra 10-E, the same type flown by Amelia Earhart on her last flight, and NASA space shuttle trainer tours and flight simulators.



A SHOPPER'S PARADISE

In Seattle's downtown retail district you'll find a variety of boutiques, department stores, and souvenir shops. Aside from food items, the Pike Place Market also has great souvenir items to get your hands on, such as t-shirts, locally made jewelry, key chains, and other trinkets.

Seattle's popular malls include the Westfield Southcenter and Westlake Center. Just 40 minutes away from downtown you can visit the Seattle Premium Outlets to score good deals on your favorite American brands!



A FOODIE'S CULINARY ADVENTURE

Seattle is widely known to have the best seafood. I can say that the salmon I had during my visit to the city is one of the best. Oysters, lobsters, and all kinds of seafood are popularly enjoyed at the Seattle Waterfront. The Waterfront is a district lined with seafood restaurants, souvenir shops, and attractions like the Seattle Great Wheel overlooking Puget Sound.

Considered the "Soul of Seattle," the Pike Place Market is an avenue for both locals and tourists to shop and dine from over 500 small food vendors. Must-see sites inside the market include Rachelle the bronze piggy bank, Beecher's Handmade Cheese, the first Starbucks branch, and the Pike Place Fish Co., where the fish-throwing tradition in the market originated.

I will continue to rave that Seattle has the best clam chowder I have ever tried! Visit Pike Place Chowder in the Market and brace yourself for chowder heaven! What makes their clam chowder special and utterly delicious is that it is made from the freshest ingredients.



Filipino food is also loved in Seattle. The family-owned Ludi's Restaurant not only serves hearty Pinoy breakfast meals such as *tapsilog* and their famous ube pancakes but also has a unique and touching story to tell. Award-winning Filipino restaurant Musang offers a modern twist to Filipino food with its *sinigang* chips, mushroom *sisig*, and grilled corn bibingka. Oriental Mart, opened in 1970, is located at the Pike Place Market serving sumptuous *sinigang sa salmon* and the best *longganisa* over rice! This tiny mart was among the awardees of the prestigious 2020 America's Classics Award from the James Beard Foundation.

A TECHIE'S DREAM HOTSPOT

Seattle is one of the country's fastest-growing tech hubs in the United States. The headquarters of the tech giants Amazon and Microsoft are in the city. Other world renowned tech companies such as Apple, Google, and Meta (formerly Facebook) also have major offices in Seattle.



A MUSIC AND ART LOVER'S FANTASY

There is a wide array of activities to enjoy Seattle's music and arts culture. It is also a lively scene to catch concerts and theater performances.

The Chihuly Garden and Glass Museum offers a grand collection of mesmerizing glass art pieces by world-renowned artist Dale Chihuly.

If you're interested in music and pop culture, a trip to the Museum of Pop Culture (MoPOP) offers exhibitions of impactful moments in popular culture. The museum features actual props and costumes of movie stars and artists, as well as stunning artifacts from music legends like Pearl Jam, Nirvana, and Jimi Hendrix.



Top and bottom photos by Visit Seattle



Photo by Visit Seattle

The Emerald City is one flight away thanks to the convenience of PAL's Manila-Seattle-Manila services, with departures at 10:40 PM local time from Manila's Terminal 1 and at 11:40 PM local time from Seattle Tacoma International Airport. Doze off during the flight or stay *Sleepless in Seattle* upon your arrival.

See you in Seattle!



PAL RELAUNCHES OSAKA FROM CEBU

by IAN SAN GABRIEL

PAL resumed Cebu-Osaka flights last December 22 with a thrice-weekly service utilizing the Airbus A321CEO, accommodating 199 passengers in a two-class layout.

The event was sent off by key government and trade officials led by Japanese Ambassador Kazuya Endo and Consul General Hideaki, along with Cebu City Congresswoman Marguerite Del Mar, Department of

Tourism Regional Director Judy Gabato, and MCAA General Manager Julius Neri.

PAL currently serves Japan with 56 weekly flights from Manila to Tokyo Haneda, Tokyo Narita, Nagoya, Fukuoka, and Osaka, in addition to the daily Cebu to Narita flights, PAL has the largest network of flights on multiple routes linking Philippines and Japan.







PAL'S SCHOOL OF INNOVATION BREEDS AVIATION BUSINESS IDEAS

by JEANNE MARIE PHYLLIS TAN

The newly established School of Innovation (SOI) is a program under PAL Multiversity. Spearheaded by the Marketing Products Team and Human Capital Department, SOI offers a comprehensive 12-week curriculum designed to develop innovation skills. Here, participants can maximize their opportunity to be coached and mentored by industry experts, collaborate with a diverse team of innovators, and craft solutions to real-world challenges faced by PAL while reimagining the flag carrier's future.

Like many foreign airlines with innovation labs, SOI aims to generate new ideas and maintain PAL's relevance and competitive advantage. Furthermore, it also aspires to increase PAL's capability to improve passenger experience, contribute to the company's bottom line, and engage PAL employees in lifelong learning through this program.

PAL INNOVATORS' JOURNEY TO THE TOP

There are nine (9) groups and 36 considered PAL Innovators under three (3) coaches. Aside from learning from Coaches Jimbo, Chenny,

Garp, and Jonalyn, PAL Innovators had to take courses on Systems Thinking, Business Model Canvas, Customer Profiling & Value Mapping, ExO Framework & Hypothesis Testing, and Product Development & Commercialization, among others.

On November 12, PAL Innovators underwent a mentorship exercise with some PAL top executives. They gained insights to refine their pitches before their final presentation. During the Product Innovation Sprint, PAL top executives reiterated that proposals must be feasible and impossible to imitate.

SOI culminated with a Product Innovation Summit on November 26. A panel of PAL senior management members assessed the pitches and decided the top 3 pitches of this year's batch to the following: 2nd runner-up, Group 2 Deux (Kevin Jayson Cheng, Kristen Sinay, and Alex Lingao); 1st runner-up, Group 1 Innovators (Glenn Angelo Aguilera, John Rafael Mojica, John Basil Alexander Tech, and Niño John Alexis Quioco); and Champion, Group 7/11 (Carlos Iñigo, Kobe Giron, Hanzell Contreras, and Michelle Gloriani).



PAL Innovators' brilliant ideas:

Group 1: Innovators

A virtual assistant (myPAL Pearl) that provides B2B clients with 24/7 access to instant and accurate information and personalized support

Group 2: Deux

A pet-friendly booking class for pet owners

Group 3: CC72

A flight delay/cancellation predictor (myPAL Co-Pilot) that keeps passengers informed of flight disruption risks ahead of their flight departure date

Group 4: Apex

An unforgettable travel experience is shared by celebrating certain occasions while onboard

Group 5: 5th Star

A baggage tracker that offers real-time updates of baggage location

Group 6: AviaNova

A system (Green Fares) that empowers eco-conscious passengers to contribute to the PAL Sustainability Programs and reduce carbon footprint

Group 7: 7/11

A comfortable and safe haven for kids by having a skybed

Group 8: 2B2L

A system (Mabuhay Lounge Maitre'd) that allows passengers to check the availability of lounges and reserve their seats to avoid crowds and waiting time

Group 9: Creative Sparks

An initiative (Wings of Change) that promotes sustainability by offering eco-friendly products



FEATURED STATION

PUERTO PRINCESA

by VINCE GABUCO, EUNICE CATAIN, KIT ARBOLEDA, IRISSE OLIVEROS

They say, “When in Rome, do as the Romans do.” As locals working with PAL, we would like to share our top dining recommendations while in Puerto Princesa (PPS).

Tagged as the City in the Forest, Puerto Princesa is famous for its Underground River, Honda Bay Islands and West Coast Beaches. It also has its gastronomic delights where east meets west, favored by the locals.



CUTTING BOARD BISTRO

- ✍ good food, good music, relaxing ambiance
- !! MUST TRY: steaks
- 📍 Abanico Road, Puerto Princesa
- 📄 <https://www.facebook.com/cuttingboardbistro>



RENE'S SAIGON

- ✍ home of the best and authentic Vietnamese dishes
- !! MUST TRY: beef pho noodles, Vietnamese iced coffee, and pork banh mi
- 📍 Rizal Avenue Extension, Bancao-Bancao, Puerto Princesa
- 📄 <https://www.facebook.com/profile.php?id=100057301876207>



OUR TABLE COFFEE SHOP

- ✍ breakfast and brunch, five (5) minutes away from the airport
- !! MUST TRY: coffee
- 📍 Goland Plaza, Malvar Road, Puerto Princesa
- 📄 <https://www.facebook.com/ourtablepalawan>



GIANNI'S ITALIAN GELATO

- ✍ first and authentic gelateria in Palawan
- !! MUST TRY: tiramisu and fior de latte ice cream
- 📍 Moraga Building, Rizal Avenue, Puerto Princesa
- 📄 <https://www.facebook.com/giannis.italian.gelato>



REEF CAFE

- ✍ home to the best Neapolitan pizza and juiciest burgers in town
- !! MUST TRY: tacos
- 📍 Rizal Avenue, Puerto Princesa
- 📄 <https://www.facebook.com/ReefCafe.PuertoPrincesa>



ZARO

- ✍ great dining out experience for friends and families
- !! MUST TRY: seafood platters
- 📍 City Baywalk Park, Puerto Princesa
- 📄 <https://www.facebook.com/profile.php?id=100075243889840>



BADJAO SEAFRONT RESTAURANT

- ✍ best time to visit is late in the afternoon to watch the sunset by the bay
- !! MUST TRY: seafood platters
- 📍 Circumferential Road, Puerto Princesa
- 📄 <https://www.facebook.com/badjaoseafrontrestaurant>



Philippine Airlines flies 3-4x daily to Puerto Princesa from Manila and once daily from Cebu utilizing Airbus jets.

The PALiner is grateful to the hardworking Sales Puerto Princesa team for providing us with local insight into must-tries in their city.

Do you want your station featured? Please email us at **ThePALiner@pal.com.ph**.

A REFINED WAY OF TRAVELING

FOR DAVAO AND GENERAL SANTOS PASSENGERS



Domestic passengers flying Business Class and Comfort Class from Davao (DVO) and General Santos (GES) will now experience a comfortable departure experience. PAL opened new Mabuhay Lounges in Davao and General Santos. The two new lounges can

comfortably accommodate 74 and 50 travelers, respectively. They can unwind, dine, and relax before their flight. These are part of the current enhancements PAL is making to elevate passengers' flight experience on prime domestic routes.

MABUHAY LOUNGE IN DAVAO



MABUHAY LOUNGE IN GENERAL SANTOS



CORPORATE UPDATES



PAL TAPS LOCAL TALENTS FOR A321CEO CABIN MAKEOVER

PAL is now the first airline in the country to install locally made seats in its aircraft. In a recent visit to the Collins Aerospace facility in Tanauan, Batangas, PAL inspected the Filipino-made Pinnacle aircraft seats to be installed in the airline's Airbus narrowbody aircraft. The PAL-Collins partnership is a testimony to the Filipino talent and ingenuity and support for local enterprises.

CAUAYAN JOINS PAL'S NETWORK

PAL added Cauayan, Isabela to its growing domestic network out of Manila last January 15. The new service will have daily flights, providing travelers utmost convenience, especially for residents of Northern Luzon, as there is no need to travel several hours by land to go to Cauayan and vice versa.

PAL will operate the daily flights between Manila and Cauayan utilizing the 86-seater De Havilland Dash 8-400 Next Generation aircraft.

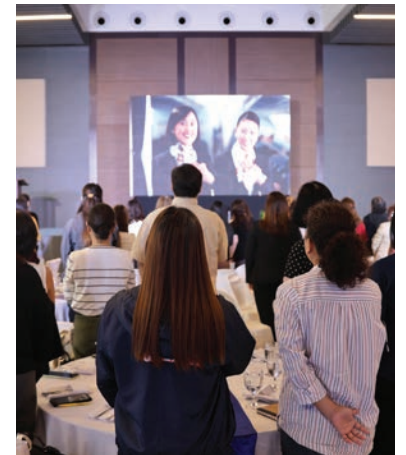


PAL INCREASES 777 FLEET

PAL recently added a Boeing 777-300ER long-range aircraft, boosting its fleet count to ten. These aircraft serve key trans-Pacific routes.

Registered RP-C7784, the latest 777 can accommodate 393 passengers: 26 in Business Class, who will enjoy an exclusive 1-2-1 seating arrangement with each seat having full access to the aisle; and 367 in Economy, with a 3-3-3 seating configuration. A sister ship, RP-C7783, joined the fleet in the early part of 2024.

SALES UPDATES



PAL CORPORATE SALES TREATED PARTNERS WITH A BUSINESS CLASS EXPERIENCE

The PAL Auditorium Hall buzzed with excitement as approximately 120 personnel from 50 of PAL's top corporate accounts gathered last November 4, for the much-anticipated Corporate Sales Product Update Event, themed "Business Class Experience."

The event served as a substantial platform for sharing valuable updates and insights into product offerings, fostering collaboration, and strengthening relationships among key stakeholders.

Participants had the unique opportunity to explore the latest products and services offered by PAL while experiencing the exceptional standards of service and comfort synonymous with the business-class experience. Adding to the ambiance, guests registered through the business-class style red carpet "check-in" counter. They

enjoyed Mabuhay Lounge-inspired refreshments, enhancing the overall experience with the signature BPA assistance reminiscent of our world-class flight attendant service.

This year's program featured a guided tour of the PAL Museum for a better appreciation of Asia's pioneer airline and its rich history.

Highlighting the afternoon was the presence of esteemed guest speakers. Ms. Lorine Mallari from the Singapore Tourism Board (STB) shared her expertise on tourism trends and strategies that can drive growth in the corporate sector. Her insights gave a broader perspective on potential collaboration between PAL and other tourism-focused organizations.

Additionally, Mr. Joseph Eli Tan from the Guide to the Philippines (GTTP) captivated the audience

with his presentation on promoting the Philippines as a premier travel destination. His engaging talk emphasized the importance of partnerships in enhancing the travel experience for corporate clients and tourists.

The event also included a raffle segment with plane tickets, hotel stays, and passes to tourist destinations as prizes.

The Corporate Sales Product Update Event concluded with a networking session, allowing participants to connect, exchange ideas, and explore new business opportunities. This initiative exemplifies PAL's dedication to fostering a collaborative environment that drives success for all stakeholders involved, all while delivering a true business-class experience.

PAL AWARDED EMPLOYER OF THE YEAR - REGIONAL EXEMPLAR FOR NATIONAL CAPITAL REGION



Philippine Airlines (PAL) was awarded Employer of the Year, Regional Exemplar for the National Capital region, by the People Management Association of the Philippines (PMAP), honoring PAL's exceptional people management in the course of the flag carrier's transformation journey over the last few years. Accepting the prestigious award on behalf of PAL at the recent 61st PMAP Annual Conference in Iloilo City were:

PAL Holdings President Lucio C. Tan III (center), PAL President and Chief Operating Officer Capt. Stanley K. Ng (second from left) and PAL Executive Vice President and General Counsel Atty. Carlos Luis Fernandez (fourth from left). Joining them are PMAP Executive Director Rene Gener (leftmost), PMAP President Michael Godinez (second from right) and PMAP Vice President and AC Chairperson Lily Quintans (rightmost).

That's Our PAL

KRYSTLE RAMIREZ-GASTROCK



Krystle “Tish” Ramirez-Gastrock, PAL Australia’s Country Manager, was recently nominated as a finalist in the Women in Travel Awards - Aviation Division, Australia chapter. Started in 2016, the Women in Travel

Awards is an annual event that celebrates women who have achieved astronomic success in their professional arenas, celebrating their invaluable contribution to the industry through leadership, innovation, and courage.

Marking Time



ETSUKO KONHO

30 Years
Customer Service Representative
Airport Office - Fukuoka

PALer's Pride

HAYLEY GARCIA SPRINGS BACK WITH FIVE GOLD MEDALS



Hayley Garcia, daughter of Flight Attendant Wilma June A. Garcia, managed to sweep gold medals in the recent 2024 Batang Pinoy National Championships, Women's Artistic Gymnastics FIG Senior category on November 25, 2024.

According to her mother, Haylee suffered an ACL injury and had surgery in the US in 2023. She had to rest for eight months and only received clearance to compete last July 2024. She fought and

worked tirelessly with Pasig City Team under Coach Van Simon Talingting. Hayley turned out victorious and had an awesome comeback.

- All-around champion - GOLD
- Vault - GOLD
- Balance Beam - GOLD
- Uneven Bars - GOLD
- Floor exercise - GOLD

PAL FOUNDATION UPDATES

ON PROVIDING RELIEF TO DISASTER-STRICKEN AREAS

by PINKY MAG-IBA BALAGTAS



PAL FOUNDATION IS FOR THE KIDS

PAL Foundation visited Still Waters Kids Home, Bukal Elementary School, and Brgy. Bukal in Majayjay, Laguna, to distribute hygiene kits, school supplies, sleeping materials, and other necessities, assisting about 500 individuals recovering from the devastations left by Typhoon Enteng and the Southwest Monsoon (Habagat).



PGH AWARDS PAL FOUNDATION

The Philippine General Hospital Medical Foundation, Inc. (PGHMFI) recognized PAL Foundation (PALFI) for its invaluable contribution and support to the programs and projects of PGHMFI and PGH, during the Medical Foundation's 27th Founding Anniversary and Donors Appreciation Night held recently at the Manila Hotel. The PAL Foundation donated hygiene kits, bottled drinking water, and other basic needs to COVID-19 charity patients and medical frontliners of PGH at the height of the pandemic in 2021 and 2022.



CARING FOR THE ELDERLY

PAL Foundation (PALFI) celebrated the Filipino Elderly Week at Kanlungan ni Maria in Antipolo and Anawin (home of the abandoned elderly) in Rodriguez. As both elderly homes in Rizal were affected by recent typhoons, PALFI donated food items, hygiene kits, mobility aids, and other necessities for more than 60 residents.

PAL FOUNDATION UPDATES



PAL FAMILY AIDS BASCO

PAL Foundation launched a joint donation drive with the PAL Human Capital Department and PAL Express Human Resources Department to provide relief aid to PAL Express personnel and service providers in Basco (BSO), Batanes. PAL and PAL Express personnel donated cash, toiletries, food, and other supplies to BSO personnel to help provide relief in the aftermath of Super Typhoon Julian. The storm battered infrastructure and livelihood, affecting 115,125 families or 380,778 individuals and damaging agricultural lands in Regions I, II, and the Cordillera Autonomous Region (CAR) worth Php 607.38 million.



CARE THAT COMES FROM THE HEART

In the wake of Severe Tropical Storm Kristine, PAL Foundation, in partnership with PAL Human Capital and PAL Express Human Resources, distributed family food packs (containing rice and canned goods), overnight kits, and blankets to about 50 PAL personnel stationed in Daraga and Legazpi. Meanwhile, 500 affected residents from Barangays Balakilong, Gulod, and Buso Buso in Laurel, Batangas received hygiene kits, blankets, and pillows.



PAL FOUNDATION PARTNERS WITH GMAKF

PAL Foundation and GMA Kapuso Foundation have been working hand in hand to deliver immediate relief to survivors of natural calamities. The two organizations officially signed a partnership contract, where PAL Foundation shall provide air transport assistance to GMA Kapuso Foundation when carrying out disaster response initiatives.

PAL FOUNDATION UPDATES

ON BUILDING SOCIAL SUSTAINABILITY AND COMMUNITY DEVELOPMENT

by PINKY MAG-IBA BALAGTAS

MANGO FARM IN PUERTO PRINCESA

Last October, farmers and volunteers from the PAL Group gathered to plant seedlings in the Mango Orchard in Puerto Princesa, Palawan. This farm is a joint project of the Tan Yan Kee Foundation and the PAL Foundation, hoping to provide livelihood and food security to concerned communities despite environmental threats.



CHRISTMAS WITH PAL FOUNDATION

To spread the spirit of Christmas, children from Brgy. 184, Maricaban District, Pasay City were some of the first people who received gift bags from the PAL Foundation. This included chocolates and activity kits donated by the Office of the Chairman and the Purchasing Office, respectively.





THE MEGA SEA PORT

Encompassing 230 hectares of container-handling facilities, the Port of Seattle is one of the largest cargo ports in the United States and the world, with the majestic view of Mount Rainier



The PALiner ON THE SCENE

CREW ART 4 HEART

Creativity in the workplace

The Cabin Services team proudly presented the fourth iteration of the Crew Art 4 Heart exhibit with two special guest artists joining the roster last November 15 at the Inflight Center (IFC). An initiative spearheaded by Pursers Papo Xavier and Ayna Tan back in 2018, the exhibit aims to provide a platform for PAL's cabin crew members to express their creativity and showcase their artistic skills.

This year's exhibit also featured works of CREW HEART 4 ART seasoned artists, FP Jean Del Castillo, FP Ingrid Tuaño, FP Alvin

Cañete, FP Cynch Mateo, FA Fats Villa, FA Soleil Pamatigan, FS Rommel Guinto, and FA Jenny Katigbak, joined by FP Arlene Manarang and FS Ryu Buenaventura. This year, a first in its history, non-crew members, PAL Chief Information Officer Ria Vidal, and Internal Communications Officer Ian San Gabriel were invited to participate.

A total of 75 paintings were on display, some of which were available for purchase. A portion of the proceeds will be donated to the artists' favorite local charities, including the PAL Foundation.



End Frame

Abigail Cruz from Corporate Affairs shares a photo of a ceiling-glass art piece in Chihuly Garden and Glass Museum in Seattle: "We usually take photos of what we believe is interesting and beautiful. During my visit in Seattle, I found this art piece mesmerizing."

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



