

The PALiner

Philippine Airlines' Official Publication



USHERING IN A NEW ERA

AT 85, PAL LEADS WITH SOUTHEAST ASIA'S FIRST A350-1000



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THE WEBSITE
AND VIEW THE
LATEST ISSUE
OF THE PALINER

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The PALiner is produced for the employees and friends of **PHILIPPINE AIRLINES** and **PAL EXPRESS**.
For your comments and suggestions, you may email ThePALiner@pal.com.ph.

Stronger and Steadier, Together



DR. LUCIO C. TAN
PAL Chairman and CEO

Dear PAL Family,

This year, we celebrate 85 years of Philippine Airlines—a journey shaped by generations of leaders, employees, and families, each carrying forward a shared purpose: to connect people, inspire pride, and serve the Philippines with integrity.

Through decades of challenges and achievements, PAL has endured because of the dedication and heart of its people. Every milestone reminds us of the trust placed in us by those who came before, and the responsibility we bear for those who will follow.

In January 2026, we unveiled PAL and Southeast Asia’s first Airbus A350-1000 with our partners in government and industry. This moment, along with ongoing fleet refurbishments, product enhancements, and employee skills development, reflects our confidence in the airline’s future and in the people who will carry it forward.

Our strength lies in the people who give this airline its character and purpose. As we honor the past, embrace the present, and look to the future, let us continue to safeguard this legacy with confidence, unity, and purpose.

Thank you for your dedication, your belief in this airline, and your unwavering commitment to excellence. Together, we will ensure that PAL remains a source of pride for generations to come.

Mabuhay!

A Legacy in Motion



MR. LUCIO C. TAN III
PHI President and COO

The people who came before us laid the foundation for this airline. It is now our responsibility to ensure it remains strong for those who will follow.

My grandfather, Dr. Lucio C. Tan, built these enterprises on resilience, discipline, and a deep belief in the potential of our people. Those values remain at the heart of everything we do today. But legacy only endures when we keep it relevant through our actions.

This year, as Philippine Airlines celebrates its 85th anniversary, we honor a journey full of firsts and milestones: from crossing the Pacific in 1946 to expanding our reach across the globe. These achievements are not just history; they reflect the spirit that defines us: resilient, warm, and steadfast.

We have faced our share of challenges. The pandemic tested us in ways we never imagined. Yet through it all, our purpose became clear: to keep connectivity, to keep families, businesses, and communities close. We emerged stronger because of the dedication, creativity, and care of our people—the PAL family.

Recognition as Asia-Pacific's Most Punctual Airline for 2025 is a proud moment, not because of the award itself, but because it reflects the effort, discipline, and teamwork happening behind the scenes every day. The arrival of the Airbus A350-1000, the first of its kind in Southeast Asia, reminds us that our journey is far from over. It is a symbol of our confidence, our ability to compete globally, and our commitment to offer travel experiences that are truly Filipino at heart.

Every milestone, improvement, and thoughtful decision—small or large—is part of a bigger story. Together, we are shaping an airline that is not only successful but meaningful. Continuity matters. But so does the courage to modernize, to challenge ourselves, and to uphold global standards while staying true to our Filipino identity. We honor the past by moving forward with care, intention, and discipline; keeping our institutions strong, principled, and ready for the future.

Thank you for your dedication, your professionalism, and your belief in what we are building together.

Mabuhay ang Philippine Airlines. Mabuhay ang Pilipinas.

Delivering with Discipline



MR. RICHARD NUTTALL
PAL President

As we mark Philippine Airlines' 85th anniversary, I want to thank you for your focus, discipline, and hard work in 2025. Last year was significant as we introduced our refreshed vision and mission. It builds on what we have become and defines the direction for 2026 and beyond.


Our vision is to be globally recognized, trusted for world-class excellence and customer experience, remembered for heartfelt care, and loved for bringing Filipino hospitality to every journey. It shows how we want the world to see PAL. Our mission is to provide seamless connections throughout the nation and across the world, with the warmth of the Filipino heart; generate sustainable profits to fund future investments; and embrace our responsibilities for employees, the environment, and the communities we serve. It connects our commercial goals to purpose and long-term stewardship.

In 2025, these principles guided tangible results. We gained recognition as the number one airline in Asia Pacific for on-time performance, and our NPS score rose to 48. Our Filipino Safetynovela went viral. We received our first A350-1000 and started the retrofit program for our regional A321 fleet. We added 6 new routes. We delivered another year of profits, although the operating margins remain uncomfortably thin. We delivered support to regions affected by natural disasters.

Looking ahead, our priorities for 2026 are clear. We are translating our key pillars into measurable targets and actions.

- Boosting revenue generation, focusing on premium cabins, loyalty, and ancillary growth.
- Financial discipline, strengthening cost competitiveness through procurement, technology, productivity, and capital management.
- Continued improvement in customer experience, focusing on upgrading the hard product, and enhancing the soft product with redefined F&B and service procedures that celebrate our Filipino culture.
- Operational integrity and resilience through improved aircraft availability, tighter operational control, and enhanced cybersecurity.

Delivering these priorities will require discipline, collaboration, and consistent execution across every part of the airline. Every action reflects on our reputation. The successes of 2025 belong to all of us, and together we will ensure PAL is globally recognized, trusted for world-class excellence and customer experience, remembered for heartfelt care, and loved for bringing Filipino hospitality to every journey.



MAIN STORY

PAL'S NEW ERA IN THE SKIES

by JEANNE MARIE PHYLLIS TAN

The arrival of Southeast Asia's first Airbus A350-1000 marks a defining milestone for Philippine Airlines, signaling the airline's commitment to long-haul operations and North American routes.

The PALiner

EXCLUSIVE



DELIVERY CEREMONY IN TOULOUSE

Before reaching Philippine soil, Airbus hosted a delivery ceremony in Toulouse on December 19, 2025. Airbus, Rolls-Royce, and PAL exchanged mementos, and the aircraft received a ceremonial blessing. This milestone set the stage for a journey that would bring together executives, employees, media, and aviation enthusiasts in Manila.



TOUCHDOWN MANILA

On December 20, the A350-1000 arrived amid excitement and anticipation. Cameras were ready, executives tracked the descent, and the airport seemed to pause as the massive aircraft taxied to the bay. Water cannons greeted the new flagship while cheers erupted from onlookers. The PAL team coordinated the arrival flawlessly, even under heavy rain. For those witnessing it, there was a shared sense of pride.

PUBLIC INTRODUCTION AND UNVEILING

On January 17, 2026, PAL formally introduced the A350-1000 to the public. Government officials, industry partners, executives, employees, and guests gathered that evening.



PAL Holdings, Inc. President and Chief Operating Officer, Mr. Lucio C. Tan III, opened the program, honoring employees' dedication and highlighting the broader significance of the aircraft.

"As Philippine Airlines continues its transformation, we remain mindful that our journey is inseparable from that of our country," he said. *"Our role as the flag carrier is not simply commercial. We exist to connect people, support livelihoods, and contribute meaningfully to the country's development, consistent with the ideals of Bagong Pilipinas."*

The launch of PAL's anniversary jingle, performed by Ogie Alcasid, Gary Valenciano, and Martin Nievera, added to the emotion of the night. Philippine President Ferdinand Marcos Jr. closed the program and joined Mr. Tan III in the ceremonial unveiling, which marked the highlight of an evening celebrating both the aircraft and the people behind it.

Guests toured the aircraft with commemorative boarding passes, exploring every cabin, from the business-class suites to premium economy and economy seats.

FIRST FLIGHT TO NEW YORK

The A350-1000 officially entered service on January 6, 2026, on its inaugural long-haul flight from Manila to New York.

Carrying 340 passengers across 14 hours of flight time, the aircraft now anchors PAL's long-haul and regional operations, delivering efficiency, comfort, and a distinctly Filipino sense of pride wherever it flies. ✈️



As Philippine Airlines continues its transformation, we remain mindful that our journey is inseparable from that of our country.



THE FIRST COUPLE EXPLORES PAL'S MABUHAY STUDIOS
An elevated Business Class experience, where sliding doors create your own personal sanctuary.

FROM CONCEPT TO REALITY:

BUILDING PAL'S NEXT-GENERATION FLAGSHIP

by IAN SAN GABRIEL and JEANNE MARIE PHYLLIS TAN



AIRCRAFT DEFINITION TEAM-CABIN

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Capt. George Gilbert Y. GAN
Capt. Alfred Patrick D. GARCIA
- **SECURITY DEPARTMENT**
Emerson R. JULIAN
- **CARGO BUSINESS DEPARTMENT**
Eira Mae G. DE PABLO • Jason T. SIY

Aircraft design and engineering are far more than mechanical specifications—they represent a coordinated effort across Philippine Airlines, uniting multiple teams to deliver a flagship that Filipinos can truly be proud of. Every seat, lighting element, and onboard system must be carefully conceived, refined, certified, and validated long before the aircraft ever enters service.

As the saying goes, *“it takes a village.”* For the A350-1000, that village spans departments, disciplines, and generations of PAL professionals, all working together to ensure that every detail reflects the airline’s commitment to excellence, passenger comfort, and the Filipino spirit.

PROGRAM KICKOFF & EARLY MILESTONES

The journey of PAL’s A350-1000 began in 2023, when the airline issued a Request for Proposal to Airbus and Boeing. George William “Geowee” Ong of Aircraft Asset Management recalls, *“From RFP to execution of the purchase agreement, it took four months; significantly shorter than our A350-900 experience, which took more than a year.”*

While the commercial decision was quick, bringing the aircraft from concept to reality took months of meticulous planning. *“In May 2023, we kicked off the aircraft definition phase,”* Geowee explains. *“This phase typically takes 24 to 36 months.”*

PAL evaluates aircraft acquisition in two key areas: the cabin, overseen by Aircraft Asset Management in coordination with Technical Operations, Products, Catering, and Cabin Services;



COLLABORATING FOR EXCELLENCE

Various PAL Offices worked as one to deliver a seamless and exceptional passenger experience.



THE FINISHING PHASE

The A350-1000 rests on the deck, where years of design, engineering, and certification come together before it enters service.

and aircraft systems reviewed alongside Flight Operations, Security, and Cargo. The team carefully studies each component—from onboard systems to seat configuration—balancing efficiency, passenger experience, and operational excellence.

THE CABIN JOURNEY

Designing the A350-1000 cabin became an exercise in storytelling. Guided by PAL's mission to deliver a thoughtful, reliable product, the central question was clear but carried high expectations: *"How should the Philippines feel at 40,000 feet?"*

The process began at Airbus' Customer Definition Center in Hamburg, where the team held Cabin Definition Meetings and Technical Coordination Meetings to align on every detail—from seats and lighting to onboard systems. PAL coordinated closely with suppliers across Europe and the U.S., traveling to North Carolina, Northern Ireland, and Germany to ensure precise execution. From the Preliminary Design Review through the Detailed Design Review, the First Article Inspection, and the cabin walk, the team evaluated every component, locking final details to avoid delays and maintain quality. As Emir Saludsong from Products notes, these

milestones ensure the aircraft reflects PAL's vision, identity, and commitment to the passenger experience.

Beyond technical decisions, the cabin program considered crew workflows, catering requirements, and passenger comfort, ensuring every flight would deliver both efficiency and the warmth that defines flying PAL.

A TESTAMENT IN THE SKIES

Beyond technical milestones, building the A350-1000 strengthened bonds across the PAL family. Teams worked long hours, celebrated birthdays, shared meals, and turned challenging schedules into lasting friendships. Seasoned professionals and newer members alike collaborated closely, learning from one another and ensuring that every detail—from engineering to service—met the airline's high standards.

Through this collective effort, PAL delivered more than an aircraft. The A350-1000 embodies the pride, craftsmanship, and spirit of the Filipino people, a flying testament to teamwork, dedication, and shared vision. Every passenger who steps aboard experiences the care, precision, and warmth embedded in every component—making it truly a flagship to call our own. ✈

“

Every component serves a purpose, striking a balance among aesthetics, efficiency, and cost-effectiveness.



UNITED IN TOULOUSE

A picture-perfect moment in Toulouse as PAL and its partners gather before delivery to Manila.





ON TIME, BY DESIGN

by JEANNE MARIE PHYLLIS TAN

Global aviation analytics firm Cirium named Philippine Airlines the Most On-Time Airline in Asia-Pacific for 2025. The airline recorded an on-time arrival performance of 83.12 percent—the highest in the region.

In an industry where minutes separate efficiency from disruption, that figure carries operational weight.



Cirium's On-Time Performance program, now in its 17th year, tracks millions of flights worldwide using independently verified data and standardized methodologies. Airlines treat it as a benchmark for reliability because it measures execution.

Asia-Pacific carriers operate within volatile weather systems, congested airspace, and constrained airport infrastructure. They work within tight slot controls and narrow recovery windows.

Consistency does not come easily in that environment.

For PAL, the 2025 result reflects deliberate, enterprise-wide discipline. Leadership strengthened coordination across the airline and aligned teams around shared accountability for on-time performance.

The number tells one story. The effort behind it tells another.

ENTERPRISE-WIDE DISCIPLINE

Improving on-time performance was never the work of a single group. It required coordination across systems, planning, culture, governance, and the effective allocation of resources.

The Operations Group, with its 5,403 employees, led the day-to-day execution that ensures Philippine Airlines' operational reliability. This achievement reflects a company-wide effort: Network Planning set realistic block times and structured hub banks; Information Systems maintained high system uptime for crew management and dispatch; Human Capital drove engagement initiatives that strengthened accountability; and Supply Chain optimized resources across the network.

Other teams also played important roles, ensuring seamless coordination and consistent performance. Together, this enterprise-wide collaboration sustained strong operational reliability.

"We strive as a team to achieve operational reliability. By keeping our flights on time and our processes seamless, we not only ensure operational excellence but also strengthen passenger satisfaction, reflected in higher NPS and CSAT scores," Executive Vice President/Chief Operating Officer Atty. Carlos Luis Fernandez said.

RAISING THE BAR

In 2025, PAL set an ambitious goal: to elevate on-time arrival performance from 76 percent to 80 percent, with the Operations Group leading coordination across the network. Achieving this required systemic changes and disciplined collaboration across functions.

The flag carrier approached the challenge strategically, grounded in shared accountability and responsibility. It identified first-wave departures as critical points. Delays on initial flights ripple through the entire day and affect subsequent operations. On-time performance became a Key Result Area (KRA) for every function, from flight operations and engineering to ground handling and dispatch.

"When everyone understands that a delayed departure affects the entire network, accountability becomes collective rather than departmental," Atty. Fernandez noted.

Beyond immediate targets, the team is focusing on initiatives to sustain performance throughout 2026. They are preparing for fleet expansion, training flight deck and cabin crew, enhancing simulator and safety facilities, and upgrading integrated operations processes. Digital transformation remains a priority, with plans to implement upgraded crew management and flight planning systems,

electronic technical logbooks, and tools for baggage tracking and turbulence mitigation.

"Our 2025 performance did not happen overnight. We worked toward a single vision of operational efficiency long before the year began," Senior Vice President for Operations Capt. Roland Narciso reflected. *"Careful planning and deliberate execution paved the way for stronger results."*

In 2022, Philippine Airlines fell short of Cirium's top 10 airlines in Asia-Pacific. By 2023, the airline had climbed to eighth place, advanced to seventh in 2024, and ultimately reached the top.

Even with these initiatives, one principle remained non-negotiable: safety always comes first. With safety assured, the team executed with discipline and focus.

TACKLING DELAYS, SYSTEMATICALLY

Even with elevated targets and shared accountability, delays remain part of aviation. Weather shifts without warning. Air traffic congestion builds. Technical findings surface during turnarounds. In a live network, multiple issues can emerge simultaneously—across stations, aircraft, and teams.

PAL recognizes that operational pressure arises from within the system and from external constraints, such as airport congestion and airspace limitations. Every operational decision has downstream consequences across the network. According to Capt. Narciso, *"What distinguishes sustained performance is not the absence of disruption, but the discipline of response."*

With inputs from the Operations Group, this transformation unfolded through four deliberate moves spanning planning, systems, governance, and execution: assess, build, communicate, and deploy.

- **ASSESS**

The 80 percent benchmark was non-arbitrary. Industry monitors such as OAG consider it the threshold for acceptable on-time performance—a standard that signals operational control rather than occasional punctuality. Using that benchmark, PAL built a detailed baseline by breaking down performance per station and classifying root causes of delay. The team analyzed block time components to determine where minutes eroded: at the gate, during taxi-out, or on arrival, where traffic density can significantly increase taxi-in time beyond low-traffic baselines.

They mapped each turnaround's critical path, including cabin cleaning, catering, passenger boarding, load control, and main-

tenance clearance, to identify where variability accumulated. Finally, they treated first-wave departures—the “first flight out”—as structurally sensitive. When the first wave departs late, the entire day shifts into recovery mode, particularly across domestic rotations.

- **BUILD**

After identifying where performance eroded, PAL reduced variability across the network. The team standardized procedures across aircraft types and stations to ensure consistent execution regardless of location or fleet assignment. They aligned ramp handling, dispatch coordination, and ground processes to eliminate procedural gaps that created avoidable delays.

They embedded on-time performance into operational Key Performance Indicators (KPIs), reinforcing accountability across internal teams and third-party providers, including ground handlers, line maintenance, and MROs (maintenance, repair, and overhaul providers).

Safety remained the operational boundary, and all efficiency improvements upheld regulatory compliance and aircraft readiness. The team executed operations with discipline and precision, maintaining strict standards at every step.

- **COMMUNICATE**

Information flow became part of the operation itself, not just a supporting tool. PAL created shared dashboards and real-time situational awareness platforms that gave every station visibility into turnaround progress, maintenance status, and emerging constraints. Centralizing information allowed teams to predict potential disruptions and intervene before small issues escalated. The team communicated maintenance updates, gate readiness, and boarding progress continuously, so internal teams and external partners could act from the same operational picture.

By treating situational awareness as an operational system rather than a soft skill, PAL ensured rapid response and consistent execution across the network, even when multiple challenges arose simultaneously.

- **DEPLOY/DELIVER**

PAL rolled out improvements across the network in phases. They piloted new processes on selected flights and stations, refined them based on results, and then implemented them across all aircraft types and hubs. They integrated every operational change into performance agreements with internal teams and third-party partners, ensuring consistent execution throughout the network. They also used external benchmarking to verify that improvements translated into measurable results.

By systematically scaling and monitoring each change, PAL turned strategy into reliable, day-to-day operational performance, sustaining on-time performance throughout 2025.



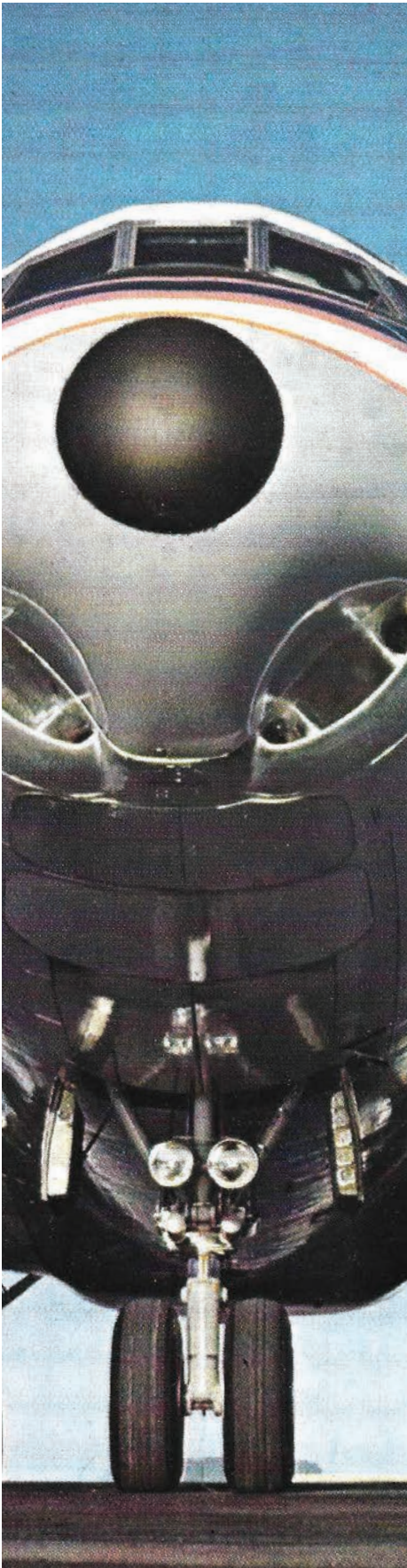
We strive as a team to achieve operational reliability. By keeping our flights on time, we not only ensure operational excellence but also strengthen passenger satisfaction.



SYNCHRONIZED OPERATIONS LEADERSHIP

Every team at PAL works in sync, taking shared responsibility and collaborating to deliver disciplined, reliable performance.

The improvement was a collective achievement, reflecting employees across the organization fulfilling their responsibilities diligently, supporting one another, and sustaining network reliability. ✈️



MAIN STORY

A JET-SET REVOLUTION

by IAN SAN GABRIEL

The 1960s transformed global travel, ushering in a new generation of faster, more comfortable aircraft that made distant destinations more accessible and the world feel closer than ever.

In 1962, PAL introduced its first Douglas DC-8 jet, expanding its international routes. By 1965, the airline had added two key destinations to its network: Sydney and Singapore.



THE MABUHAY TAKES FLIGHT

PAL's DC-8 "Mabuhay" heralded a bold new chapter in international aviation.



AN INAUGURAL FLIGHT MEMENTO

A commemorative envelope marking PAL's inaugural Manila-Sydney service, capturing a milestone in the jet age.



FLYING IN STYLE

A glimpse of PAL's early DC-8 cabins, offering unmatched ease and enjoyment to long-haul travelers of the 1960s.



MABUHAY TO A NEW ERA

On October 6, 1965, a DC-8 jet named "Mabuhay" carried its first passengers from Manila. The twice-weekly service to Sydney offered a unique onboard experience, including first-run Hollywood films in full color and multiple music channels.

Less than a month later, on November 1, 1965, PAL inaugurated its first service to Singapore, becoming the first Asian airline to link the newly independent Singapore to Manila with a once-weekly flight.

These routes opened new avenues for travel and commerce, underscoring PAL's role in connecting nations during a pivotal moment in Asia-Pacific history.



These routes opened new avenues for travel and commerce, underscoring PAL's role in connecting nations during a pivotal moment in Asia-Pacific history.

PHILIPPINE AIR LINES IS THE PIONEER AND PREMIER AIR LINE OF THE PHILIPPINES. ITS EXPERIENCE AS AN EFFICIENT AND DEPENDABLE AIRLINE DATES BACK TO 1932. THE NATIONAL SAFETY COUNCIL OF AMERICA RATED IT AS ONE OF THE WORLD'S TEN SAFEST AIRLINES. PHILIPPINE AIR LINES OPERATES AND MAINTAINS AN EXTENSIVE DOMESTIC SERVICE WITH A FLEET OF 43 AIRCRAFT.



PAL IS THE FIRST AIRLINE IN ASIA TO ORDER BAC One-Eleven MEDIUM RANGE FANJET AIRCRAFT FOR ITS USE IN THE PHILIPPINE DOMESTIC ROUTES.



One of 13 PAL Sales Offices in Manila



PHILIPPINE AIR LINES

DOMESTIC AND INTERNATIONAL ROUTES OF

PHILIPPINE AIR LINES



For further particulars, please contact our General Sales Agent in Australia, Ansett-ANA.

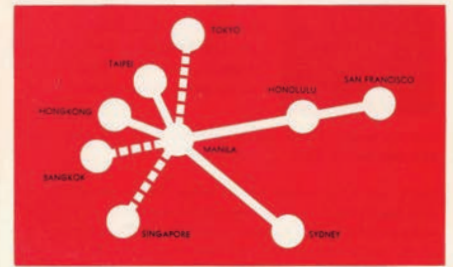
MABUHAY!

YES... WELCOME TO THE
SAMPAGUITA DC-8 SERVICES OF
PHILIPPINE AIR LINES

SOON TO SERVE SYDNEY EVERY MONDAY AND WEDNESDAY



Sydney to Manila in 7 1/2 hours and on to Hongkong in 105 minutes... to Taipei in 105 minutes... to Tokyo in 4 hours... to Honolulu in 10 hours and... to San Francisco in 15 hours



**INTRODUCING
MANILA-SYDNEY**
A scanned pamphlet showcasing PAL's Manila-Sydney route and onboard amenities.

YOU ARE IN THE BEST HANDS WHEN YOU FLY...

PHILIPPINE AIR LINES

YOUR SAMPAGUITA DC-8 FAN-JET SERVICE BECOMES A DELIGHTFUL EXPERIENCE WITH...

In-flight movies...



An exclusive Philippine Air Lines treat. You'll enjoy the wide screen and unobstructed view of these exciting first-run movies in full color, just sit back and relax - in the luxury of being entertained on your way in and from the Orient. Only the latest films are shown. And remember, there is absolutely no charge for in-flight movies, in either First Class or Economy, when you fly on Philippine Air Lines.

Multi-channel stereophonic mono-aural music



You can set the volume to suit yourself, with your own control. And you can select any of eight other channels for your choice of stereo music, jazz, drama, interview programs, popular music, children's theater, or even show tunes.

And the food - Haute cuisine prepared under the supervision of a top Roman Chef.

PAL's famed Sampaguita Service reflects the proverbial Philippine hospitality. You will experience the warmth of a Philippine welcome when your PAL cabin attendant greets you Mabuhay as you enter your aircraft and pampams you throughout your trip with PAL's world famous PERSONALIZED SERVICE!

YOUR FLIGHT OPERATIONS ARE IN THE BEST OF SKILLED HANDS, TOO... PAL PILOTS ARE METICULOUSLY TRAINED.



On the ground with a flight simulator...



In the cockpit on a flight check-out...



and in specialization courses...



in highly advanced training centers abroad.

They have consistently won awards from safety organizations.

Your Captain, your flight officer, your flight engineer, your flight navigator and your cabin attendants - they are the Philippines' best and some of the world's best, too, in their respective fields.

AS TO THE AIRWORTHINESS OF YOUR AIRCRAFT... PAL OPERATES AND MAINTAINS THE BEST MAINTENANCE BASE IN THE PHILIPPINES AND ONE OF THE MOST EXTENSIVE IN THE FAR EAST.



THE QUALITY OF WORK AND THE DEPENDABILITY OF THESE AIRCRAFT MAINTENANCE FACILITIES OF PAL ARE RECOGNIZED NOT ONLY BY PHILIPPINE AERONAUTICAL AUTHORITIES BUT ALSO BY OTHER COUNTRIES INCLUDING THE UNITED STATES OF AMERICA WHICH HAS GRANTED PAL A LICENSE TO PERFORM MAINTENANCE AND OVERHAUL WORK ON ITS AIRCRAFT.



CELEBRATING DOWN UNDER

Sixty years later, PAL commemorated these twin milestones with a series of activities that began in Australia. Perth was the first stop on a four-city roadshow with the Department of Tourism, where the PAL Marketing and Sales team shared product updates and connected with the local community on October 4.

The group then visited Melbourne on October 6, Brisbane on October 7, and Sydney on October 10, culminating in a gala at the luxurious CIRQ at Crown Sydney.

Graced by PAL President Richard Nuttall and Vice President of Sales Justin Warby, the evening was a combination of remembrance and renewed commitment, highlighting PAL's long-standing ties with the Australian market.



A NIGHT OF CELEBRATION OF LONG-STANDING TIES
PAL celebrates six decades of Philippine–Australia connections alongside partners, government officials, and loyal supporters.

HONORING THE LION CITY

The celebration then moved to Singapore, with a ceremony on October 31, 2025, at Changi Airport Terminal 2.

As part of the festivities, PAL EVP/COO Atty. Carlos Luis Fernandez and Changi Airport Group EVP Lim Ching Kiat welcomed the Manila-bound passengers and took part in a symbolic exchange of tokens. Following this, a gala at Westin's Cook & Brew officially commemorated the anniversary.

THE JOURNEY CONTINUES

From the pioneering jet-set era to the present, PAL continues to connect the world, strengthening the bridges traversed daily between Manila, Sydney, and Singapore. What began as bold steps into the jet age has grown into a story of service, affinity, and enduring passenger experience. ✈️



HIGHLIGHTS FROM THE MANILA-SINGAPORE ANNIVERSARY
PAL and Changi Airport exchanged tokens and expressed mutual appreciation.

A month later, the Networking Night was successfully held, fostering meaningful connections and strengthening partnerships.

PAL REVIVES MANILA -SAPPORO FLIGHTS

by JEANNE MARIE PHYLLIS TAN

Philippine Airlines resumed its winter seasonal nonstop flights between Manila and Sapporo on November 24, 2025, further strengthening travel ties between the Philippines and Japan.

Sapporo, renowned for its ski resorts, the iconic Sapporo Snow Festival, and vibrant culinary and cultural offerings, remains a top winter destination. PAL operates flights every Monday, Wednesday, and Friday to New Chitose Airport until March 27, 2026, using its Airbus A321neo, which features 12 business and 156 economy seats, in-flight entertainment, and Wi-Fi.

This seasonal service opens convenient travel options for Filipino tourists and overseas workers while welcoming Japanese visitors to experience Philippine culture and hospitality.

With Sapporo's return, PAL further strengthens its Japan network, including nonstop flights to Osaka Kansai, Nagoya, Fukuoka, Tokyo Haneda, and Tokyo Narita, as well as direct flights from Cebu to Osaka and Tokyo Narita. The airline previously operated Manila-Sapporo flights from December 2018 to March 2020, and this revival underscores its continued network expansion. ✈



PAL OPERATES SEASONAL FLIGHTS FROM MANILA TO SAPPORO WITH THE AIRBUS A321NEO.

FLIGHT	ETD	ETA	FREQUENCY
PR 406 MANILA-SAPPORO	0630H	1215H	MONDAY, WEDNESDAY, FRIDAY
PR 405 SAPPORO-MANILA	1315H	1815H	MONDAY, WEDNESDAY, FRIDAY

EXPERIENCES AROUND PAL'S CEBU HUB

by JEANNE MARIE PHYLLIS TAN

As the gateway to the Visayas region, Cebu has more than just its pristine beaches and diving spots. With the Mactan-Cebu International Airport (MCIA) as a starting point, travelers can explore a mix of history, culture, culinary delights, and local craftsmanship—all within easy reach of the airport.

With PAL's expanding network and operations in Cebu, getting to these experiences has never been easier. Here are five must-see attractions and experiences:

ISLAND ADVENTURES AT MACTAN RESORTS

While beaches are common in Cebu, resorts offer snorkeling in coral gardens, private island excursions, and other curated water activities—perfect for families, first-time travelers, or a quick getaway.



MACTAN SHRINE AND LAPU-LAPU MONUMENT

A historic landmark commemorating the bravery of Lapu-Lapu, the first Filipino hero who defeated Ferdinand Magellan in 1521. The monument and landscaped grounds give a glimpse into Cebu's rich cultural heritage.



CULINARY EXPLORATION AND LOCAL MARKETS

Cebuano cuisine is a highlight for many travelers, from lechon Cebu to fresh seafood found in local markets and eateries. Culinary tours and casual tastings provide an immersive way to experience the island's food culture.



GUITAR FACTORIES OF MACTAN

Workshops where artisans craft world-class guitars.

Visitors can observe the process, learn about local craftsmanship, and take home a unique, handcrafted instrument from Cebu.



CEBU TAOIST TEMPLE

Perched on the hills of northern Cebu, the colorful Taoist Temple offers a tranquil escape with panoramic views of the city and the sea. Open to all, it features intricate architecture and cultural practices that contrast with the energy of the bustling city below.

NEW CONNECTIONS FROM CEBU

PAL continues to expand its network from Cebu, making it easier for travelers to reach new destinations:

CEBU-CALBAYOG

Calbayog, known as the "City of Waterfalls," offers a rich mix of natural attractions, vibrant festivals, and local industries, such as mat-making and fishing. PAL launched its Cebu-Calbayog route on October 26, 2025, to improve connectivity.

CEBU-GUAM

Guam, a western Pacific island known for its beaches, duty-free shopping, and vibrant Pacific culture, offers a unique international destination from the Visayas. PAL launched its Cebu-Guam route on December 16, 2025, providing the first-ever nonstop service between Cebu and Guam.

Both services strengthen travel links for business and leisure travel. Tourists can conveniently fly to Calbayog or Guam, with onward connections via Cebu to domestic destinations including Bacolod, Iloilo, Puerto Princesa, Siargao, Davao, and Cagayan de Oro, as well as other international destinations via hubs in Cebu and Manila.

PAL marked the inaugural flights with ceremonial water cannon salutes at MCIA, attended by officials from PAL, Aboitiz InfraCapital GMCAC, the MCIA Authority, the Department of Tourism (DOT), and other travel industry partners

PAL OPERATES FLIGHTS FROM CEBU TO CALBAYOG WITH THE DE HAVILLAND DASH 8-400 NEXT GENERATION.

FLIGHT	ETD	ETA	FREQUENCY
PR 2668 CEBU-CALBAYOG	0730H	0835H	MONDAY, WEDNESDAY, FRIDAY, SUNDAY
PR 2669 CALBAYOG-CEBU	0855H	1000H	MONDAY, WEDNESDAY, FRIDAY, SUNDAY

PAL OPERATES FLIGHTS FROM CEBU TO GUAM WITH THE AIRBUS A321CEO.

FLIGHT	ETD	ETA	FREQUENCY
PR 120 CEBU-GUAM	2140H	0325H +1	TUESDAY, THURSDAY, SATURDAY
PR 121 GUAM-CEBU	0515H	0645H	WEDNESDAY, FRIDAY, SUNDAY



Cebu brings together heritage, craftsmanship, cuisine, and quiet vantage points that reveal the island at its most authentic. At the center of it all, PAL's Cebu Hub makes these five experiences—and the new connections to Calbayog and Guam—compelling reasons to explore and return. ✈️

FEATURE STORY

VISIT GUAM:

SIX WAYS TO ENJOY THE ISLAND

by JEANNE MARIE PHYLLIS TAN





Guam is a Pacific island known for its scenic coastlines, rich Chamorro heritage, and vibrant culture. Many travelers recommend visiting between January and May, when the island enjoys sunny days, minimal rainfall, and cooler temperatures.

With PAL flights from Manila and Cebu, reaching this island paradise has never been easier, all while experiencing PAL's signature Filipino hospitality.

Here's a general guide to Guam, a destination worth exploring:

HISTORY AND CULTURE COME ALIVE

At Gef Pa'go Cultural Village in Inarajan, traditional Chamorro homes, crafts, and performances showcase the island's heritage. Valley of the Latte in Talo'fo'fo brings ancient customs to life through archaeological sites and cultural reenactments.

LANDSCAPES OF ADVENTURE ON LAND

Hike to Tarzan Falls through tropical forests and cascading waterfalls, or enjoy sweeping coastal views while teeing off at Onward Mangilao Golf Course. Scenic drives and quiet hilltops invite reflection and connection with nature.

WONDERS BENEATH THE SEA

Snorkel at Gun Beach or dive in Tumon Bay, where coral reefs, colorful fish, and sunken shipwrecks reveal Guam's underwater richness. Every swim offers a glimpse of the island's vibrant marine world.

FLAVORS OF THE ISLAND

Experience the fusion of Chamorro, Asian, and Spanish influences at Proa Restaurant in Tumon or enjoy modern twists at Meskla Chamoru Fusion Bistro. Local specialties and tropical cocktails make every meal a cultural journey.

TREASURES AND LOCAL CRAFTSMANSHIP

Shop for handcrafted souvenirs at Chamorro Village Night Market in Hagåtña or explore Tumon's duty-free boutiques. From artisan goods to luxury brands, Guam offers keepsakes to remember your visit.

MOMENTS OF RELAXATION

Unwind on the sands of Ypao Beach Park, by resort pools, or at The Spa at PIC (Pacific Islands Club). Guam encourages slowing down, breathing deeply, and savoring each tranquil moment. ✨

WINGS OF A NATION

by IAN SAN GABRIEL

As an archipelago, the Philippines relies on air transport to connect its islands and the whole country to the world. For 85 years, Philippine Airlines has advanced that mission, operating 48 distinct aircraft types in commercial service. Each era brought airplanes matched to national need, from short island hops to intercontinental crossings.

1940S: DAWN OF A NEW ERA

PAL launched operations on March 15, 1941, with a five-seat Beechcraft Model 18. Originally owned by then-President Andres Soriano, it became the backbone of early scheduled service. When war erupted, Model 18s transported medical supplies and evacuated pilots to Australia—symbols of resilience under fire.

After liberation, five surplus C-47s—the civilian Douglas DC-3—restarted operations on February 14, 1946. With 108 personnel serving eight destinations from Manila, the aircraft rebuilt the network and remained in service for 32 years.

On July 31, 1946, a leased Douglas DC-4 carried PAL across the Pacific, making it the first Asian airline to do so. The 41-hour Manila–Oakland service via Guam, Kwajalein, and Honolulu marked a watershed in PAL’s history. In 1947, the same aircraft expanded the airline’s reach to Europe, further establishing its global presence.



A PILOT’S FAVORITE

Renowned for its rugged design and dependable performance, the Douglas DC-3 earned the trust of crews and passengers alike.

FOUNDATIONS OF THE FLEET

[T-B] The Beechcraft Model 18 and Douglas DC-4 represent key chapters in the airline’s early fleet, supporting regional links and pioneering longer routes.

They showcase the ingenuity and resilience of early aviation technology.



DOUGLAS DC-3 INTERIOR
[Top-Left] The DC-3 initially operated in a troop configuration before entering commercial service.





FLAGSHIP OF MODERN AVIATION

The Boeing 777 exemplifies advanced technology, efficiency, and comfort, serving as a cornerstone of the airline's long-haul operations.

1950S TO 1960S: FLYING THE FLAG

In 1954, government funding constraints forced PAL to suspend international routes and retire its four-engine aircraft. The airline focused on domestic expansion, launching a Rural Air Service Network with the 10-seat De Havilland DHC-3 Otter. It linked remote communities across the Visayas and Mindanao to major cities, reinforcing the airline's role in nation-building.

By the late 1950s, public policy reversed its course. Republic Act 2232 mandated a return overseas. On June 20, 1962, PAL entered the jet age with the Douglas DC-8 Series 50. Travel time between Manila and San Francisco via Honolulu dropped to 15 hours—half of what it had been before.

The DC-8 also set service milestones. On March 27, 1965, PAL became the first Pacific carrier to screen first-run Hollywood films onboard, premiering MGM's *The Rounders*. Custom projectors and wide screens transformed the cabin into a theater, signaling a confident, modern flag carrier.

1970S TO 1980S: GOING BIG

As global travel surged, PAL sought capacity. Widebody service began on July 17, 1974, with the McDonnell Douglas DC-10 Series 30 on the Manila–San Francisco route via Honolulu. The 253-seat aircraft introduced spacious cabins and a forward lounge.

Before the decade's end, PAL acquired the Boeing 747-200B. Seating up to 387 passengers and featuring "SkyBeds" on the upper deck, it became synonymous with long-haul prestige. By 1980, the 747 replaced the DC-10 on Pacific services and restored London services. Its distinctive "Cloud Nine" upper deck helped cement PAL's premium reputation.

1990S TO 2000S: ON THE WINGS OF CHANGE

Following privatization under Dr. Lucio C. Tan, PAL ordered 36 Airbus and Boeing aircraft. The Airbus A340-300 enabled true nonstop long-haul flying, including direct Manila–London service. With a 12,000-kilometer range, a quiet cabin, and seatback telephony and fax capability, it set new comfort benchmarks. Retired in 2018 after 22 years, it closed PAL's quad-jet chapter.

In 2009, the Boeing 777-300ER empowered the fleet. Powered by GE90-115B engines, it delivered the range and reliability required for year-round transpacific operations. It replaced four-engined types and remains a long-haul mainstay, reflecting operational efficiency and fleet maturity.



FROM LOCAL TO GLOBAL

[T-B] The De Havilland DHC-3 Otter and Douglas DC-8 Series 50 highlight PAL's early fleet, connecting domestic inter-island versatility with pioneering long-haul capability. Together, they showcase the innovation and ambition that fueled the airline's growth.



GIANTS OF THE FLEET

[T-B] The McDonnell Douglas DC-10 and Boeing 747-200 exemplify the airline's leap into widebody jets, enabling higher capacity and longer-range service.

2010S TO 2020S: SOARING FORWARD

The Airbus A321neo reshaped PAL's regional and medium-haul strategy. Its extended range and widebody amenities opened markets that once required larger aircraft. On July 3, 2018, PAL deployed it to Brisbane, pioneering narrowbody medium-haul service to Australia and proving the value of right-sized capacity on long, thin routes.

In December 2025, PAL received the Airbus A350-1000, the first in Southeast Asia. Configured for up to 382 passengers—42 in Business, 24 in Premium Economy, and 316 in Economy—it anchors the airline's next phase of growth.

Business Class introduces "Mabuhay Studios" with privacy doors, 20-inch 4K screens, and wireless charging. Premium Economy features legrests, footrests, ample storage, in-seat power, USB-A and USB-C ports, and 13.3-inch 4K displays. Economy Class offers a 32-inch seat pitch, adjustable headrests, device holders, and USB charging.

With additional deliveries planned, the A350-1000 showcases Filipino design and a renewed global ambition—a fitting capstone to eight decades of flight. ✈



ELEVATED COMFORT

[T-B] PAL's A321neo and A350-1000 Business Class seats deliver enhanced comfort, privacy, and modern amenities, providing passengers a premium experience across the fleet.

FEATURE STORY

BEHIND THE EXPERIENCE: PSM AT WORK

by JEANNE MARIE PHYLLIS TAN



The Product & Service Management (PSM) team, a multidisciplinary group shaping every detail of the passenger journey, drives every PAL experience. From aircraft cabins and in-flight amenities to airport signage, lounges, soft goods, and Wi-Fi services, PSM ensures that each touchpoint reflects warmth, care, and excellence.



ELEVATING THE PRODUCT EXPERIENCE

Marketing VP Alvin Miranda (rightmost) with this year's Mabuhay Magazine Editors-in-Chief, aligning product storytelling with the airline's evolving onboard experience.

PSM operates under Marketing Vice President Alvin M. Miranda, with direct supervision from Assistant Vice President Fernand "Yosh" Yoshida. Organized into four specialized units—Design, Delivery, Quality, and Business Development & Innovation—the team translates strategy into action, shaping the passenger journey from concept to execution.

- Design develops the products and services passengers interact with, from cabin interiors to soft goods.
- Delivery implements concepts smoothly and ensures passengers enjoy every innovation.
- Quality guarantees that every product meets PAL's standards and expectations.
- Business Development & Innovation explores new ideas, partnerships, and creative initiatives to enhance the passenger journey.

Beyond processes and systems, PSM thrives on its people—leaders and members who dedicate themselves, create with purpose, and collaborate on every project.

DESIGN: CRAFTING THE PASSENGER JOURNEY

Led by Manager Enrico Gutang Jr., the Design team shapes products and services that passengers see and feel. Specialist Joanna Marie De Duque manages in-flight and ground-facing soft products, ensuring each aligns with the brand and makes travelers feel cared for: *"We consider every little thing: the look, the color, the cost. It's exciting to develop the products that would*

resonate with our passengers and make them feel cared for throughout their experience."

Senior Specialist Emir Rajab Saludsong focuses on aircraft cabin designs to blend comfort, efficiency, and innovation. Reflecting on the A350-1000 milestone, he shares, *"Seeing the aircraft finally arrive in Manila, knowing how many teams had contributed behind the scenes, highlighted not just a technical achievement, but the strength of collaboration, adaptability, and commitment across the organization."*

Officer Gail Topacio brings expertise in in-flight entertainment and connectivity. She says, *"In every project, big or small, we expect challenges. We face them calmly and with focus, ensuring the best outcomes for our passengers."*



THE DESIGN UNIT

[T-B; L-R] Senior Specialist Emir Saludsong, Officer Gail Topacio, Specialist Joanna De Duque, and Manager Enrico Gutang Jr.

DELIVERY: TURNING DESIGNS INTO REALITY

The Program Delivery unit ensures that every design reaches passengers as intended. Officers Neo Anjelico Pascual and Maricar Garcia, together with Senior Specialists Mitchie Ann Cabiles and Louie Martin Santos, coordinate projects, manage risks, and support the airline's evolving product portfolio.

From cabin upgrades and lounge redesigns to Wi-Fi transitions and soft product rollouts, they ensure passengers enjoy each innovation. Neo observes, *"Every day is a unique experience...no two days are ever the same."*

Louie adds, *"There's a lot of coordination, problem-solving, and quick*

THE DELIVERY UNIT

[T-B; L-R]

Senior Specialist
Louie Santos,
Officer Neo Pascual,
Senior Specialist
Mitchie Cabiles,
and Officer Maricar
Garcia.



THE QUALITY UNIT

[T-B; L-R]

Manager
Emmynol Daza,
Senior Specialist
Almyra Tamayo,
Specialist Robea
Tantiongco



**THE BUSINESS
DEVELOPMENT &
INNOVATION UNIT**

[L] Manager Joyce
Gotuato



THE PRODUCTS AVP

[R] Yosh Yoshida

adjustments. Seeing things come together and knowing each effort matters makes it more fulfilling."

QUALITY:

MAINTAINING WORLD-CLASS STANDARDS

Manager Emmynol Daza, along with Senior Specialist Almyra Tamayo and Specialist Robea Marie Tantiongco, ensures that every product meets PAL's standards. Almyra highlights, *"We prioritize initiatives with the highest impact, involve stakeholders early, and stay flexible."*

Robea adds, *"Seeing passengers enjoy the selections we load on board gives me a sense of fulfillment—it opens up my awareness to the bigger impact of the role I play for the team."*

**BUSINESS DEVELOPMENT & INNOVATION:
DRIVING CREATIVITY**

Joyce Gotuato leads the unit responsible for partnerships, new services, and creative solutions. From launching the School of Innovation to introducing FurPAL, her team ensures ideas resonate with travelers. Joyce emphasizes, *"Even as a lean team, the PSM culture of 'One Team, One Goal' ensures strong teamwork across all units, reinforcing that innovation thrives when the entire group works together."*

Across all four units, the PSM team thrives on collaboration, tackles challenges together, and quietly shapes the journey passengers often take for granted—but never forget.

PSM: AT THE HEART OF PAL'S MISSION

Guided by a shared sense of purpose, the PSM team aligns every project with the bigger picture. As Yosh reflects, *"Everyone is aligned around delivering meaningful improvements for our passengers while supporting the airline's broader goals."*

Humble yet purposeful, the team advances PAL's vision: to be a globally recognized airline trusted for world-class excellence, remembered for heartfelt care, and loved for Filipino hospitality. Every project they refine and implement contributes to the airline's mission: providing seamless connections, generating sustainable value, and creating positive impact.

PSM reinforces that the airline's true strength lies in its people. Their commitment to care, innovation, and operational excellence defines the passenger journey. ✈



PRECISE, WARM, AND IMPACT-FOCUSED

A candid moment that reflects the PSM team's balance of discipline, collaboration, and human connection.



FURPAL: BRINGING BELOVED PETS ALONG THE JOURNEY

by ABIGAIL CRUZ



FurPAL is the Philippines' first pet-in-cabin travel service, proudly pioneered by Philippine Airlines. Launched in November 2025, the program initially allowed passengers to bring small dogs on board on select flights to Boracay, Bohol, and Siargao. With its nationwide rollout in February 2026, FurPAL is now available on all domestic flights.

FURPAL BOOKING HOW-TO

FurPAL is available exclusively to small dogs weighing 10 kg or less, including their carrier. The soft-sided carrier must fit comfortably under the seat in front of the passenger. Each passenger may bring one pet, and each flight can accommodate up to three FurPAL dogs, ensuring a safe and comfortable cabin environment for all.

Pet parents must present:

- A veterinary health certificate from both the origin and the destination,

- Up-to-date anti-rabies vaccination records, and
- A shipping permit from the Bureau of Animal Industry (BAI).

Full details and guidelines are available on the Philippine Airlines website. The base fee for bringing your pet onboard is ₱2,500 one-way on all domestic routes.

TEST FLIGHTS TO BORACAY AND SIARGAO

PALers took part in test flights to Boracay and Bohol on November 21 and 29, 2025, ahead of the official launch.

Pets on the Boracay test flight were six-year-old Shih Tzu Oreo and one-year-old Toffee. The Bohol flight had eight-year-old Pomeranian Scarlet, eight-year-old Yorkie Rocket, and three-year-old Shih Tzu Khal.

POV AS A FURMOM AND TESTER

Scarlet is not just a dog—she is our baby, a constant presence in our family's life.

FLYING SIDE BY SIDE

[T-B; L and R] During the FurPAL test flight to Bohol, Abigail and Scarlet shared a special moment as they enjoyed their first adventure together on board.



TESTIMONIALS



The whole experience felt like a new chapter for both of us. Watching my dog run freely on the beach—so happy and curious—was unforgettable. Vacations are truly special when pets join us.

— Almyra S. Tamayo
Senior Specialist
Product Quality
Marketing Department



It was a great experience traveling with my dog, especially since he can't fly in the cargo compartment due to snub-nose breed restrictions. I'm thankful to PAL for this opportunity.

— Queenie Mafe S. Basallo
Airport Officer III
Ground Services Manila



I enjoyed bonding with friendly pets and exchanging stories with their owners, which made the activity even more engaging. Traveling with our pets and knowing we could take them on a vacation far from home filled our hearts with joy and a deep sense of fulfillment. Despite the usual concerns of bringing pets on board, everything went smoothly from check-in to arrival, making the trip truly enjoyable.

— Maristela D. Cruz
Junior Specialist
Corporate Marketing
Marketing Department

Mischievous and a little sassy, she is endlessly loved, dressed up, and spoiled. Because she is such a cherished part of our family, her safety and comfort are always my top priority. Knowing that all requirements and processes were secure and that a trained professional crew would be with us, I confidently flew with her and introduced her to new experiences.

The FurPAL test flight became a collection of Scarlet's many "FURsts." It was her first time on a plane, her first beach trip—where she discovered sand, rubbed her entire face in it, and happily splashed in the water (she does love baths)—and her longest walk yet, as I brought her along while exploring the town of Bohol.

As a furmom, this was more than a typical pet-in-cabin experience. Caring for Scarlet throughout the journey taught me a great deal—from packing thoughtfully, ensuring nothing was left behind, to preparing her well ahead of the flight. The experience deepened our bond, bringing us even closer.

My pet means the world to me, and this

journey was truly special. I hope other fur-parents who love their pets just as deeply will feel encouraged to travel with them through the FurPAL program.





TIPS FOR FLYING WITH YOUR PET IN-CABIN

- **CHOOSE THE RIGHT CARRIER**
Use a soft-sided, well-ventilated carrier that allows your pet to stand, turn, and lie down. Introduce it at home with familiar toys or clothing.
- **PRACTICE CARRIER TIME**
Practice short daily sessions to reduce flight-day stress.
- **PACK A PET TRAVEL KIT**
Include pee pads, wipes, treats, disposable bags, and a collapsible water bottle or bowl.
- **LIMIT FOOD AND WATER:**
Feed a light meal 3–4 hours before the flight and offer only small sips of water.
- **ARRIVE EARLY AND STAY CALM**
Give extra time for check-in and screening. Pets sense your emotions, so stay relaxed.
- **WALK YOUR DOG BEFORE THE FLIGHT**
Allow a gentle walk and bathroom break before boarding. ✈️

ALL SET FOR TAKEOFF
Scarlet and her fellow furry travelers settled comfortably in their carrier for the FurPAL journey.



FURPALS, UNITE
From takeoff to sandy paws, these furry travelers enjoyed their first flights and beach adventures with their fur-parents.

PAL CO-ORGANIZES PHILIPPINE AVIATION SUMMIT 2025

by PHOEBE JAVIER

In October 2025, Philippine Airlines, in partnership with the European Chamber of Commerce of the Philippines (ECCP) and the Asian Business Aviation Association (AsBAA), co-organized the third Philippine Aviation Summit at the Marriott Hotel Manila.

Carrying the theme “*Steady Flight: Philippine Aviation in the Global Arena*,” the two-day summit convened over 500 participants, more than 50 speakers, and 30 industry partners from across the local and global aviation sector. The event served as a strategic platform for airline leaders, government officials, and stakeholders to assess the state of Philippine aviation, examine its growth trajectory, and align on priorities that continue to shape the industry’s direction.

PAL LEADERS SHARE INDUSTRY PERSPECTIVES

Six PAL executives participated in plenary and breakout sessions, offering perspectives on aviation leadership, innovation, safety, sustainability, and long-term resilience.

During the opening plenary, PAL President Richard Nuttall outlined key trends, opportunities, and structural challenges shaping the country’s aviation industry. He underscored the importance of sustained collaboration in driving industry progress and highlighted PAL’s strong operational performance throughout 2025,

including multiple recognitions for on-time performance in the Asia-Pacific region. He also shared the airline’s forward plans, aligned with its renewed vision of delivering world-class service, anchored in Filipino warmth and care.

In the breakout sessions, PAL Chief Financial Officer Anna Bengzon discussed building industry resilience through proactive risk management, strengthened regulatory frameworks, infrastructure investment, talent development, and cross-sector collaboration.

As an A330 and A350 pilot, Capt. Yvonne Sunga shared her professional journey and addressed the underrepresentation of women in the aviation industry. She emphasized that courage, discipline, and persistence are critical enablers for closing the gender gap in the flight deck and aerospace workforce.

On the second day, Mac Munsayac, Vice President for Customer Experience, explored digital transformation in aviation, examining how artificial intelligence (AI) and automation can enhance operational efficiency while preserving the human touch essential to service excellence.

Capt. Roland Narciso, Senior Vice President for the Operations Group, emphasized the role of robust Safety Management Systems in



PAS2025 D-1 PAL SPEAKERS
[T-B] PAL President Richard Nuttall for the Opening Plenary and PAL CFO Anna Bengzon for one of the breakout sessions.



PAL LEADERSHIP IN ATTENDANCE

PAL executives attended the summit, reinforcing the flag carrier's commitment to industry collaboration and long-term aviation resilience.





fostering a proactive safety culture, positioning the Philippines as a credible and reliable aviation hub in the Asia-Pacific region.

Capping the leadership discussions, PAL EVP/COO Atty. Carlos Luis Fernandez, delivered a plenary presentation on network expansion and hub development. He stressed how a unified national airport master plan will support sustainable tourism, trade competitiveness, diaspora connectivity, and long-term national resilience.

THE A350-1000 BUSINESS CLASS AND THE MABUHAY SHOP SHOWCASE

One of PAL's highlights at the summit was the exhibit of its upcoming Airbus A350-1000 "Mabuhay Studios," designed to elevate comfort, privacy, and the premium long-haul experience on key North American routes. PAL highlighted features such as sliding privacy doors, expanded personal storage, and advanced seat automation. These refinements reflect the company's continued investment in fleet modernization and product enhancements.

Complementing the aircraft exhibit, the Mabuhay Shop showcased exclusive PAL merchandise, offering participants a closer

connection to the airline's brand identity and heritage.

PAL'S COMMITMENT TO THE FUTURE OF PHILIPPINE AVIATION

PAL used the summit to reaffirm its commitment to industry development and national connectivity. Atty. Fernandez reiterated the importance of investing in secondary airports to strengthen both domestic and international operations, noting that strategic infrastructure development remains essential for maintaining regional competitiveness.

As the national flag carrier, PAL continues to work closely with government and industry partners to strengthen airport hubs, expand its network, and enhance the global competitiveness, sustainability, and resilience of the Philippine aviation industry.

While the Philippine aviation sector faces structural challenges within the broader Asia-Pacific landscape, sustained collaboration among industry leaders, policymakers, and stakeholders—such as that demonstrated during the Philippine Aviation Summit—signals a clear path toward a more competitive, secure, and future-ready aviation ecosystem. ✈️

OTHER PAS2025

PAL SPEAKERS

[T-B] PAL pilot, Capt. Yvonne Sunga, PAL VP for Customer Experience Mac Munsayac, and PAL SVP for Operations Capt. Roland Narciso for the breakout sessions.



DRIVING AVIATION INNOVATION

PAL actively supported the summit, sharing expertise, engaging with industry leaders, and showcasing the Mabuhay Shop and operational innovations.

BOUND BY THE SKIES

by JEANNE MARIE PHYLLIS TAN

On July 21, 1989, Aries and Celina del Rosario were off duty.

They were driving to the mall when an aircraft suddenly overshot onto the railway tracks in front of them. The scene erupted into a cacophony of noise and confusion. People froze. Some stared. Aries called out to Celina, then parked the car and locked it. Together, they ran toward the aircraft.

No uniform. No assigned positions.

They checked on the crew first, then moved through the passengers, assessing injuries and providing aid. They rushed those requiring urgent attention to the hospital and called ahead to ensure medical staff were ready.

They were only a few years into service then. Yet everything they had learned surfaced without hesitation. Training does not disappear when the uniform comes off. Neither does responsibility.



ABOVE AND BEYOND

Pursers Aries and Celina received plaques for assisting during an aircraft offshoot while off duty in 1989.





AT HOME IN THE CABIN

Celina and Aries stand in the space that has defined both their careers and their partnership.

Today, Aries has retired after 39 years of service as a flight purser with Philippine Airlines. Celina continues to fly, serving as a flight purser and mentoring a new generation of cabin crew. They built their careers in the airline industry. They raised their family around the rhythm of their schedules.

When I sat down with them, I expected stories about destinations and layovers. Instead, I encountered something steadier. They spoke about discipline. About structure. About prayer. They spoke about flying the way some couples speak about building a home.

And in many ways, that is exactly what they did.

THE GROUND BENEATH THE FLIGHT

Long before seniority stripes and purser responsibilities, Aries and Celina were just two people learning how to build a life together. Their beginnings almost read like fiction: born in the same hospital in Kamuning, baptized in the same parish in PhilAm Village, educated in the same school. The coincidences feel cinematic, yet they recount them without fanfare.

Aviation was already in Celina's blood. Her father joined PAL in 1962. Her sister followed in 1978, forming the first father-daughter team in the airline.



FAMILY IN FLIGHT

Celina's father, FP Roberto Betia Jr., and sister, FA Ma. Pilar Betia, started their careers at PAL, beginning the family's story with the airline.

Before Aries even knew what a steward was, the airline had already shaped Celina's family. When her father suggested that he apply to PAL instead of leaving for work abroad, Aries asked, "What's a steward?"

He applied anyway. He joined in 1986. Celina followed in 1987, during a season of mass hiring and fleet expansion. What began as an opportunity became a vocation.

They approached marriage the way they approached flying: with preparation. They planned their finances early. "Money should work for you," Aries notes, "not the other way around."

During bidding season, they would ask each other, *Pera o Bayong?* Long-haul pay or shorter flights to be home sooner? They chose deliberately. Weekends belonged to their children whenever possible.

"Sa flying, may dapat gawin at hindi dapat gawin," Celina shares. "Ganon din sa relationship."

Distance never unsettled them. In the years before video calls, trust carried the weight. "Our relationship is always the three of us," Aries explains, referring to God at the center. Being apart only strengthened the foundation they had built together.

Listening to them, I realized their love is



EARLY DAYS ABROAD

Celina and Aries in Paris, balancing life in the skies with nurturing their bond across miles and time zones.

not dramatic. It is disciplined and practiced, built the way flights are prepared—quietly, thoroughly, without shortcuts.

FLIGHT LESSONS BEYOND THE CABIN

When Aries entered PAL in 1986, seniority defined the culture. The men were macho, the women formidable. Advancement followed time and discipline. They did not resist that structure. They mastered it.

Both gravitated toward First Class early—not for prestige, but for precision. Aries practiced service choreography at home. Celina volunteered for the junior position that required her to assist seniors. They carefully selected mentors and took detailed notes. Then they refined their craft.

"It takes around 25 years to become a purser," Celina says. "When you're there, you're ready."

They carried that same intention into leadership. "There are no problems, only concerns," Aries claims. "It becomes a problem if you refuse to do anything about it."

Crew members felt protected under them. "We don't have your backs," Aries would tell them. "We are on your side." The distinction mattered. When a crew member arrived, endorsed with a reputation, Aries pulled them aside. "Prove them wrong," he would say.

The couple always explained rather than just commanded. Aries and Celina connected with their crew, never keeping their distance. "The higher you go up the ladder," Aries says, "the more of service you should become."

Somewhere along the way, the younger crew began calling them *Mama Bear* and *Papa Bear*. The nickname stuck. One former crew member waved to them from twenty meters away to introduce them to her parents as mentors. Another told Aries upon retirement, "Today is a sad day. A mentor is retiring." He smiles at the memory, still humbled.

FAITH, PAL, AND LEGACY

For Aries and Celina, faith and service are inseparable. "Crew-rest, kami kasi rest in our relationship means rest in God," Celina explains. They offered each flight, each interaction, and every task to God,



MOMENTS TOGETHER

Even inside The PAL Museum, Celina and Aries find joy in each other's company, marveling at the aircraft they've flown.

beginning with prayer and ending in gratitude. Even when the world seemed chaotic, faith guided their decisions, grounded their marriage, and sustained their careers.

PAL shaped their lives, but it was never just the airline. It was a vehicle for values. Passion with compassion, sympathy with empathy. Resourcefulness. Planning. Respect for protocol. These were lessons they passed on at home as much as in the cabin. Their children understand the rhythm of life as crew children: standby, bump-off, long haul, short haul. They embody gratitude, discipline, and self-worth.

"First of all, usually as Papa Bear and Mama Bear ng mga crew or ninong-ninang of the others, yung relationship talaga kailangan triangle, si God ang nasa gitna ng relationship niyo," Celina says. *"With everything you do,*

you want to place God at the center. Nothing goes wrong when He is at the heart of it all."

Aries adds: *"When you enter into something—any task or job—do not be mediocre. Always do your best. When you do your best, you become the best of yourself. That's when you get noticed. That's when you become an integral part of growth. Do your part well, and you receive acknowledgement."*

Their journey, now spanning decades, reminds us that love, service, and faith coexist. That one can soar high without losing touch with those on the ground. That the family you build, the lives you touch, and the values you uphold are what carry you across generations.

For Aries and Celina, PAL was more than a career. It was DNA. Home. Legacy. And from that, a life that truly soared. ✈️

“

The higher you go up the ladder, the more of service you should become.



The PALiner

CABIN DIARIES

FEATURE STORY

STORIES FROM
30,000 FEET AND BEYOND

BANGKOK, THROUGH MY EYES



FROM THE CABIN DIARY OF
FA MURIEL ORAIS-SY
12 YEARS WITH PAL

Muriel approaches travel as a way to connect deeply with people and the world around her, always drawn to movement and discovery. Motherhood, in turn, grounded her, inviting her to slow down, be present, and savor each moment fully.

After 12 years in the skies, I've learned that the best destinations reveal themselves in layers. Bangkok moves fast yet holds quiet corners that ground you. One moment you're weaving through bustling streets; the next, you step into a temple where everything slows down. Amid all this energy, the kindness of the people always stays with me—it's what makes the city feel personal, even on a short visit.





BANGKOK AFTER DARK
Muriel takes in the vibrant city lights of Bangkok, capturing the energy of the night.

A NIGHT TO REMEMBER

One of my most unforgettable experiences in Bangkok was riding a tuk-tuk through the city at night. We zipped past neon-lit streets and stumbled into a local market overflowing with food, colors, and life. I tasted dishes I couldn't even pronounce and watched families gather over late dinners. From spicy street snacks to elegant restaurants, Bangkok offers everything—but what I love most is how real it feels. Even on a brief visit, Bangkok feels inviting.

A MUST LIST

Here are experiences that bring the city to life:

- **ROOFTOP VIEWS**
Watching the skyline from Tichuca at sunset is unforgettable. From above, the streets stretch endlessly, alive with energy, while I pause and take it all in.
- **SHOP 'TIL YOU DROP**
Platinum and Chatuchak markets are full of surprises. I enjoy wandering without a strict plan, discovering hidden gems, local flavors, and little details that make each visit unique.
- **RECHARGE WITH THAI MASSAGE**
Ending the day with a traditional Thai massage is pure bliss. It resets both mind and body, letting me enjoy Bangkok at my own pace.





BANGKOK BY DAY
In between temple visits and family time, Muriel makes space to slow down and fully take in Bangkok.



TRAVEL AS I DO

Ways I make every Bangkok trip easier and more enjoyable.

- **RESEARCH, BUT STAY OPEN**
I plan attractions and food spots, but the best memories often come from spontaneous discoveries.
- **PACK SMART**
Light, breathable clothing makes a difference, and packing light leaves room for all the shopping you'll want to do.
- **MAKE TIME FOR REST**
Whether it's a layover or a full vacation, I always schedule downtime. You'll enjoy yourself more when you're not running on empty.
- **CARRY SMALL CASH**
Street vendors usually prefer cash. Having small bills makes it easy to indulge in treats on the spot.
- **DON'T RUSH THE CITY**
One must not conquer Bangkok in a day. Move at its rhythm, and you'll uncover its warmth in the most unexpected corners.

A LASTING IMPRESSION

Every visit leaves me with something new—a flavor, a story, a fleeting moment of connection. Spending so much of my life in the air has taught me the value of slowing down. Bangkok reminds me that the most meaningful memories come from being fully present. ✈



A HIGHER PERSPECTIVE

From a rooftop vantage point, Muriel takes in the sweeping views of Bangkok's skyline and temple spires.





**SAFETY, REIMAGINED:
WHEN CREATIVITY AND TEAMWORK TAKE FLIGHT**

For most travelers, the safety video is a familiar prelude to departure—routine and often overlooked. In its 85th year, Philippine Airlines set out to transform this regulatory requirement into something distinctly memorable. The ambition was simple yet bold: capture passengers' attention while keeping the message unmistakably clear.

The result is PAL's innovative Safetynovela, *"Care That Comes From the Heart."* Blending essential onboard instructions with the storytelling style Filipinos have long been familiar with. The film reimagines the traditional safety video as a short, cinematic narrative in which moments of drama and humor unfold alongside clear safety guidance.

Close teamwork made the concept a reality. Marketing, Safety, and Operations collaborated with BBDO to develop each scene in full compliance with international aviation standards.

Directed by Marius Talampas and starring rising talents Jay Gonzaga, Kelley Day, and Khalid Abdullah, the film channels the expressive spirit of Filipino television drama.

Equally compelling are the destinations that serve as its backdrop, showcasing the landscapes that Philippine Airlines proudly connects—from the shores of Boracay and Bohol to the scenery of Pangasinan and Malcapuya Island. The historic Daraga Church adds a sense of heritage, while the production team filmed much of the Safetynovela at Hacienda Santa Rosalia, bringing authenticity and texture to the story.

Following its debut at the Manila International Film Festival and on the Airbus A350-1000, the Safetynovela quickly resonated beyond the cabin. Clips spread across social media, drawing millions of views and praise from audiences both in the Philippines and abroad.

For Richard Nuttall, the project reflects the power of collaboration across the airline, *"This project shows what we can accomplish when our teams work together with discipline and creativity. Safety is non-negotiable—and we've proven that we can deliver it with clarity while expressing who we are as a brand."*

As Philippine Airlines celebrates 85 years of connecting people, places, and possibilities, the Safetynovela reflects the airline's evolving spirit—proud of its heritage, confident in its creativity, and unwavering in its commitment to care.

Its purpose is simple: to ensure every journey starts and ends safely.



WHERE STORYTELLING MEETS SAFETY

A still from the Safetynovela captures a PAL Flight Attendant delivering essential safety instructions.



PAL EXPANDS GLOBAL CONNECTIVITY

PAL continues to strengthen its international network by increasing frequency on high-demand routes. Since November 25, 2025, the Manila–Seattle service has grown from three to five weekly flights, reinforcing PAL as the only non-stop carrier between the Philippines and the U.S. Pacific Northwest, in partnership with Alaska Airlines.

In Asia, Manila–Da Nang now operates daily until March 28, 2026. Manila–Busan flights increased from 7 to 11 weekly, and seasonal nonstop service to Sapporo has resumed with 3 weekly flights through March 27, 2026.

These enhancements reflect PAL’s commitment to supporting tourism, business travel, and seamless passenger connectivity.

Complementing these network improvements, PAL has launched a new interline partnership with Southwest Airlines, enabling travelers to book single-ticket journeys across both carriers’ networks. Through shared gateways in Los Angeles, San Francisco, Seattle, and Honolulu, passengers gain access to Southwest’s extensive U.S. domestic network. Southwest customers can connect seamlessly to PAL’s routes across the Philippines, Asia, Australia, and the Middle East.

Together, these initiatives demonstrate PAL’s focus on strategic growth, enhanced global reach, and more convenient travel options for customers worldwide.



PAL BOOSTS DOMESTIC NETWORK

PAL continues to expand and modernize its domestic operations with the arrival of three new Airbus A320 aircraft, growing its fleet to 83. The additional aircraft allows PAL to increase flight frequencies on key regional routes, including Butuan, Cagayan de Oro, Cotabato, Legazpi, Dumaguete, and Tacloban, supporting growing passenger demand. Widebody operations have also returned on the Manila–Puerto Princesa route with the Airbus A330-300, operating three times weekly to provide increased passenger and cargo capacity, as well as seamless connections via Manila for travelers from domestic and select international points. These fleet upgrades enhance schedule reliability and provide a more consistent onboard experience across the domestic network.

Effective March 29, 2026, PAL shall discontinue all turboprop flights to and from Manila, in line with MSCC Resolution 2025-02, redirecting affected passengers via alternative hubs in Cebu, Clark, and Iloilo. Route adjustments include:

- Manila–Busuanga (Coron) > Clark–Busuanga (Coron)

- Manila–Siargao > Clark–Siargao
- Manila–Antique > Manila–Iloilo
- Manila–Catarman > Cebu–Catarman

At the same time, PAL will expand domestic jet frequencies on high-demand routes, including:

- Manila–Cebu: up to 76 weekly flights
- Manila–Dumaguete: up to 21 weekly flights
- Manila–Iloilo: up to 42 weekly flights
- Manila–Roxas: up to 14 weekly flights
- Manila–Tacloban: up to 28 weekly flights

PAL strengthens connectivity and quality service across the Philippines through fleet and operational upgrades.

PAL MABUHAY MILES CELEBRATE CHAMPIONS AT THE 29TH ELITE INVITATIONAL GOLF TOURNAMENT



PAL Mabuhay Miles continues to honor its most valued members through exclusive events that celebrate achievement, camaraderie, and the joy of travel. The 29th Elite Invitational Golf Tournament, themed Flight of Champions, brought together Elite, Premier Elite, and Million Miler members from the Philippines, Japan, Australia, and the United States for friendly competition across 18 holes at The Orchard Golf and Country Club in Cavite. Awards recognized top performers, including Overall Low Gross, Overall Low Net, class champions, and fun competitions like Nearest to the Pin and Longest Drive.

Highlighting outstanding performance, Ray

Gica earned the Overall Low Gross Champion title with a score of 71, while Ian Davin Rosales captured Overall Low Net with a net 67, alongside Most Eagles (3) and Most Birdies (4). The event concluded with a fellowship and awarding ceremony, featuring entertainment, a ceremonial toast, and a grand raffle that included two 116,000-mile Business Class travel certificates to select U.S. destinations. Supported by Diamond Sponsor Mastercard, Hole-in-One sponsors PAL/Mabuhay Miles, Get Go, and Okada Manila, and a host of Gold and Silver sponsors, the tournament reflects PAL's ongoing commitment to celebrating loyalty and fostering connections among its Mabuhay Miles community.

THE ROCKSTARS

Gino Ricardo Domingo (leftmost) and Atty. Carlos Luis Fernandez (rightmost) with Ray Gica (top), Overall Low Gross Champion, and Ian Davin Rosales (bottom), Overall Low Net Champion, during the 29th Mabuhay Miles Elite Invitational Golf Tournament.

*Photos courtesy of
Around Town Productions*



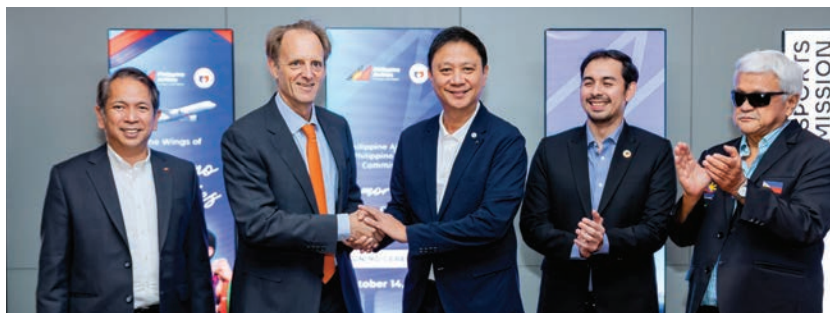
MORE REWARDS WITH PAL-PNB PARTNERSHIP

PAL and Philippine National Bank (PNB) have renewed their partnership to enhance the Mabuhay Miles program, offering expanded travel and lifestyle benefits to cardholders and members. Under the agreement, credit, debit, and prepaid cardholders can convert points into Mabuhay Miles and redeem them for flights, upgrades, and other exclusive privileges.



(L-R) PAL Executive Vice President/Chief Operating Officer Atty. Carlos Luis Fernandez, PAL President Richard Nuttall, Lucio Tan Group Inc. and PAL Holdings Inc. President and COO Lucio C. Tan III, PNB President and CEO Edwin Bautista, and PNB Chief Financial Officer Francis Albalate at the signing of the memorandum of agreement at the Lucio K. Tan Jr. (LKTJ) Center in Pasay City.

PAL SOARS WITH TEAM PHILIPPINES, SUPPORTING ATHLETES FROM SEA GAMES TO LA 2028



(L-R) PAL Executive Vice President/Chief Operating Officer Atty. Carlos Luis Fernandez, PAL President Richard Nuttall, Philippine Sports Commission Chairman Patrick Gregorio; Philippine Olympic Committee Head of Marketing Nikko Huelgas and Philippine Paralympic Committee President Michael Barredo

PAL reaffirms its commitment to Filipino athletes by providing comprehensive travel support for Team Philippines across regional and global competitions. PAL ensures athletes and coaches enjoy comfort and convenience during every journey as the Official Airline Sponsor of the Philippine Sports Commission (PSC). Members enjoy extra baggage for sports equipment, flexibility with select rebookings, and elevated in-flight service.

Through the Mabuhay Miles National Athlete ID Program, PAL has extended exclusive travel privileges and rewards to medal-winning athletes, enabling them to focus on performance while representing the country.

This partnership supports Filipino athletes in upcoming events, including the 2026 Asian Games, 2027 SEA Games, and the 2028 Los Angeles Olympics, demonstrating PAL's ongoing dedication to nurturing national pride and ensuring seamless travel for the country's sports champions.

PAL provides travel support that allows athletes to focus on their performance while representing the country. By streamlining travel and providing tailored services, the airline reinforces its role as a partner in every Filipino athlete's journey to success.



PAL Marketing Vice President Alvin Miranda (leftmost), and PAL Corporate Affairs Vice President Salvador Britanico (rightmost) present the Mabuhay Miles National Athlete ID Card to PSC Chairman Patrick Gregorio (center), activating specialized travel benefits for Team Philippines.



PAL JOINS NAIA PARTNERS IN LIGHTNING-FAST DRILL

PAL continues to reinforce its commitment to passenger safety through coordinated emergency preparedness at Ninoy Aquino International Airport (NAIA). In a recent full-scale crash rescue exercise led by New NAIA Infra Corp. (NNIC), airport rescue teams reached a simulated aircraft incident in under three minutes, meeting global standards set by the International Civil Aviation Organization (ICAO).

The exercise mobilized over 600 responders, including firefighting, medical, security, and operations teams. The exercise simulated an aircraft experiencing engine failure, fuel leak, and fire. They had to carry passengers and crew. Observers from the Civil Aviation Authority of the Philippines (CAAP) and the Airline Operators

Council (AOC) also attended, ensuring lessons learned would inform industry-wide best practices.

As part of the drill, PAL activated its CARE Team and Survivor Reception Area, demonstrating airline-level readiness in passenger handling, care, and post-incident coordination. PAL ensures that it can support its passengers across the entire journey, from incident to recovery, by integrating the emergency response protocols.

Exercises like this highlight the airline's role as the national flag carrier and a key partner in maintaining NAIA's safety standards, reinforcing a culture of preparedness and continuous improvement in aviation safety.

SCHOOL OF INNOVATION CYCLE 2 KICKS OFF

PAL, together with SITA and partners from the LTGOC family, officially launched the second cycle of the School of Innovation, empowering participants to develop bold, scalable solutions. Over the next eight weeks, the program will challenge teams to collaborate, push boundaries, and drive innovation across the aviation ecosystem.



MABUHAY MAGAZINE: BACK IN THE AIR

PAL proudly reintroduces Mabuhay Magazine, a publication that has long captured the Filipino journey, from destinations and culture to the spirit of travel across generations.

First published in 1963, Mabuhay has become a symbol of the airline's commitment to storytelling, heritage, and connection.

Now renewed and reimagined, Mabuhay Magazine mirrors PAL's own resurgence and forward momentum, carrying stories that celebrate heritage, renewal, and the enduring warmth of the Filipino heart. As the airline continues to innovate and grow, Mabuhay takes to the skies once more, bringing readers along on a journey of discovery, inspiration, and the Filipino spirit.

ASTROM TRAINING SOLUTIONS NAMED OFFICIAL TMS OF PAL AND PAL EXPRESS

PAL and PAL Express have adopted Astrom Training Solutions as the official Training Management System (TMS) for all flight operations, cabin services, ground training programs, and third-party technical training partners. Effective in 2026, the platform will replace CAE Pelesys TDS, with all training records, schedules, examinations, and qualification tracking migrated to the new system.

The transition strengthens training governance, enhances regulatory compliance, and supports the PAL Group's long-term digital transformation roadmap, reinforcing alignment with global best practices in aviation training management.

ENHANCING CONNECTIVITY WITH MYPAL ESIM

PAL, in partnership with Kolet, has launched the myPAL eSIM, giving international travelers 1GB of complimentary mobile data valid for two days. The eSIM eliminates the need for physical SIM cards and costly roaming, allowing passengers to communicate, navigate, and access travel information seamlessly. After using the free allocation, users can top up via the Kolet app or website and choose regional or global data plans valid for up to 30 days.

CUSTOMER EXPERIENCE UPDATES

SPREADING JOY BEYOND THE SKIES

For two consecutive years, the Customer Experience (CE) team visited the Missionaries of the Poor in Manila, reinforcing a partnership built on compassion and service. On October 3, 2025, the team carried out their third-quarter outreach, bringing donations, playing games, sharing meals, and connecting with residents, embodying PAL's heartfelt service beyond the skies.

On December 11, 2025, the CE team continued the tradition by celebrating Christmas early with the children and elderly in the organization's care. A magician's tricks and children's carols filled the day with smiles, laughter, and joy for all. Beyond the festivities, the team organized a fundraising initiative that raised more than ₱13,000 to support the Missionaries of the Poor.

This back-to-back commitment reflects more than an annual outreach. It reinforces the CE team's belief that kindness shared creates a lasting impact. It demonstrates how even small acts of love can make a meaningful difference in the community.



CXCEL LEARNING INITIATIVES

Launched in 2025, CXcel is Philippine Airlines' customer experience learning brand, integrating two flagship programs: the Care Learning Path for frontline teams and the CX Academy for support teams, all aligned with PAL Multiversity.

In 2026, CXcel continues to elevate learning and strengthen a culture of care across the airline.

CARE LEARNING PATH: ELEVATING EVERY CAREPOINT

The Care Learning Path strengthens frontline capability across operations and service delivery. In partnership with other learning teams, it develops soft skills and operational expertise across all CarePoints—Airport, Contact Center, Sales, and Inflight—to deliver a consistent, people-centered, performance-driven experience. It sharpens airport execution and service recovery, reinforces Contact Center fundamentals, advances consultative selling in Sales, and refines professionalism and proactive service in Inflight.

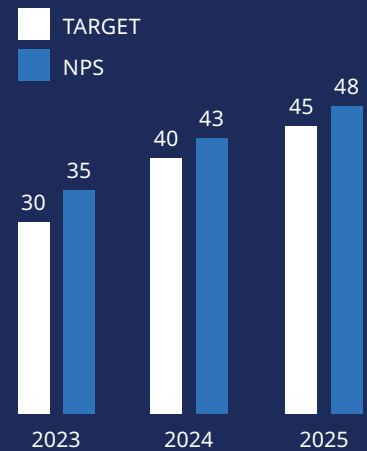
In 2026, the program progresses through four stages. It builds foundations, deepens expertise, improves efficiency, and sustains performance.

CX ACADEMY: ENABLING PROACTIVE CUSTOMER SERVICE

CX Academy equips support teams to maximize their impact on the end-to-end passenger journey. In 2025, it launched three Customer Journey Management courses: Turning Data into Care, Eyes on Experience, and CX Essentials. From December 19, 2025, to January 15, 2026, the team ran a gamification initiative to reinforce the learning.

In 2026, CX Academy adds new courses on proactive service and the passenger journey. Through CXcel, Philippine Airlines strengthens every touchpoint and translates learning into measurable service impact.

NPS AND CSAT PERFORMANCE UPDATE



OTHER INSIGHTS

- More passengers are recommending PAL. NPS improved from +43 to +48 in 2025, and reached +53 in Q3.
- NPS shows how likely passengers are to recommend us. A higher score means more loyal and happier passengers.
- Passenger satisfaction also improved from 73% to 75% in 2025, reaching 77% in Q3 across domestic and international flights.
- Domestic passengers rated us higher (+59 NPS, 80% CSAT), while international flights also improved (+37 NPS, 70% CSAT).

SALES UPDATES

PAL EXPANDS PARTNERSHIPS TO SERVE MORE COMMUNITIES

Philippine Airlines (PAL) continues to strengthen its role as a national carrier that goes beyond connectivity, forging partnerships that serve a wider range of communities. In collaboration with the Overseas Workers Welfare Administration (OWWA), PAL reinforces support for Overseas Filipino Workers (OFWs), ensuring that care, accessibility, and service remain at the heart of every journey. By working closely with OWWA and other stakeholders, PAL helps make travel smoother and more meaningful for Filipinos worldwide.

PAL is also extending its reach to the educational sector through a new corporate travel partnership with Xavier School. As the airline's first partner school under its dedicated program for educational institutions, Xavier benefits from streamlined booking processes, special travel privileges, and curated aviation-linked experiences. The program includes professionals, families, students, and educators. It outlines specific travel benefits and booking processes for participating institutions.



GUAM-CEBU NETWORKING NIGHT: UNITED SUPPORT FOR A STRATEGIC ROUTE

Stakeholders, industry partners, and PAL sales teams came together for the Guam-Cebu Networking Night, demonstrating strong collective support for the direct route linking the Visayas and Guam. The gathering provided a platform for meaningful engagement, reinforcing shared confidence in the market potential of the route and its role in strengthening tourism, trade, and people-to-people connections.

The evening underscored the value of collaboration in building route sustainability, with partners aligned on driving demand and expanding opportunities for both leisure and business travel. The strong turnout and unified support reflected a shared commitment to ensuring the long-term success of the Guam-Cebu service.



TRAVEL FIESTA 2025: DESTINATIONS REIMAGINED

The PAL Travel Fiesta 2025 brought together travel agents from across the Philippines for a day of inspiration, learning, and collaboration. With the theme "Destinations Reimagined," the event highlighted both new and untapped experiences in popular destinations. It also PAL's enhanced connectivity through its latest products and services, including the A350 Business Class and Premium Economy Class.

Travel agents engaged with Tourism Board partners to explore unique attractions and experiences, equipping them to design innovative itineraries. During a hands-on workshop, participants collaborated to create campaigns promoting the featured destinations, turning inspiration into actionable sales strategies. The Fiesta also launched a Top Seller Campaign, maintaining post-event momentum and driving bookings for priority destinations.

**PAL AWARDS 2026:
CELEBRATING PARTNERSHIPS AT HOME AND ABROAD**

In celebration of its 85th Anniversary, Philippine Airlines honored its most valued travel partners during the PAL Awards 2026, held at the five-star South Palms Resort Panglao. The PAL Awards International (February 9-11, 2026) and PAL Awards Philippines (February 11-13, 2026) gathered top-performing partners from across the globe and the country to recognize their exceptional contribution to the airline's continued growth and success. The milestone event underscored PAL's enduring partnerships and shared commitment to excellence in service and connectivity.



**PAL AWARDS INTERNATIONAL
HIGHLIGHTS TOP PERFORMERS**

[Top Left and Right] At the PAL Awards International, PAL recognized top awardees from each district for delivering exceptional performance and driving the airline's global growth.

**PAL AWARDS PHILIPPINES
CELEBRATES DIAMOND AWARDEES**

[Bottom Left and Right] PAL recognized VIA as an Elite Sales Achiever for driving strong growth and revenue while strengthening its domestic and international partnerships.

MEDICAL UPDATES

PAL MEDICAL PARTNERS WITH THE PHILIPPINE NATIONAL RED CROSS FOR BLOOD DRIVE

PAL Medical partnered with the Philippine National Red Cross to conduct a blood drive on November 26, 2025 and February 11, 2026, bringing employees together in support of a life-saving cause. The initiative provided participants the opportunity to donate blood, learn their blood type, and contribute directly to efforts that support patients undergoing surgery, individuals with chronic illnesses, and those affected by emergencies or disasters. The names of employee-donors who generously gave their time and blood are listed below in recognition of their meaningful contribution.

LIST OF DONORS

AIRPORT OPERATIONS

ACUÑA, Mara Chezka D.
CRUZ, Monaliza R.
MANZO, Ma. Terisciel Jeffer V.

CARGO BUSINESS

SEGUNDO, Mark Joshua H.

CONTROLLERSHIP

CORTES, Jazel R.
EDADES, Montana F.
VILLAMOR, Tricia Marie Z.

CUSTOMER EXPERIENCE

ALIWALAS, Marc C.
CADATAL, Bernadette A.
LEGASPI, Jill Noreen R.
LIBUNAO, Dinah B.
SINGZON, May Marie Florian S.

DIGITAL TRANSFORMATION

ROQUE, Jonathan Ray V.
VIBAR, Salvador B.
UMALI, Joshua AJ A.

FLIGHT OPERATIONS

CASTILLO, John Michael G.
DUMAGUING, Elvin U.
ESPINO, Karl Nikko N.
FLORECE, Jan Arnex N.
GARCIA, Romulo P.
LIBREA, Rommel Vicente E.
PEREZ, Mikhail R.
PURCIA, Clarmine R.
UY, Gualberto Q.
VILLANUEVA, Vicente Martin R.

FUEL MANAGEMENT

IGNA, John Harold R.

HUMAN CAPITAL

AYONON, Benedict M.
HERNANDO, Victor M.
MURILLO, Jermaine Murphy F.
PALAD, Lauro M.
POBLETE, Carla C.
PUNZALAN, Arah T.

OFFICE OF THE CHAIRMAN & CEO

LECAROS, Froilen S.

INFLIGHT SERVICES

CASAO, Reynaldo Jr. M.
SISON, Rronyth Joy S.
VELASCO, Amarante O.

PAL EXPRESS

ESPIRITU, Carlos Emmanuel A.
VILLANUEVA, Gabriel James C.

PDMP MEMBERS

EBIO, Donald A.
SANTILLAN, Ethel S.
UY, Gualberto III B.

PROCUREMENT & LOGISTICS

FLORA, Kristian Edison C.
FRANCISCO, Jesus Jr. G.
MONTINOLA, Andrew Paul I.
REPAYO, Jeric O.
SANTILLAN, Patrick M.

REVENUE INTEGRITY

ASOR, Mark Anjo M.
DUYA, Jerrylou E.
EBIO, Elaine R.
FERNANDEZ, Erwin M.
LURIAGA, Lyca B.
NADLANG, Gladys Carla R.
PABLO, Armin P.
SAN PEDRO, Eunice P.
ZUBIAGA, Rejoy Ann N.

REVENUE MANAGEMENT

ABAT, Roberto Rogelio G.
BELINA, Julie Grace S.
PAMBID, Denise T.
PROTACIO, Jules Anthony O.

SAFETY

ZALVIDEA, Anthony G.

SALES

BARTOLOME, Catherine C.
FRANCISCO, Amery Mae G.
LAURIO, Michaelangelo T.
MARAON, Jethro L.
MENDOZA, Kervin A.
PIAÑAR, Stephanie T.
ROMUALDO, Raphael Loui G.

SECURITY

BALGOS, Edson L.
BUENO, Vincent Yvaldy C.
ESPENUEVA, Mark Dave A.
IBANEZ, Ma. Theresa R.
PARROSA, Albert Jr T.
PEÑARANDA, Ramil S.
PENIDA, Romel E.
RUDA, Janice O.

SUPPLY CHAIN MANAGEMENT

SALAZAR, Peggy Rose F.
SUMBILLO, Charisse Anne Z.
TIU, Keith

TECHNICAL OPERATIONS

BABON, Sei Yuji D.
BANDALAN, Francis B.

ESPIGA, Simoune Camille T.
LAZAM, Kelvin Klein G.
PINEDA, Francis Nathaniel M.
TAGLE, Lambert R.
VILLA, Jan Christian B.

TREASURY

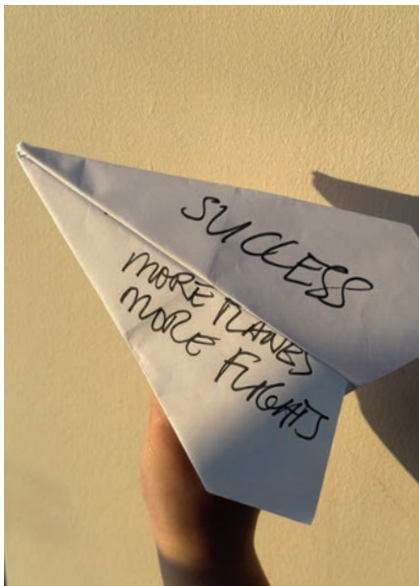
DELOS SANTOS, Paul Michael P.
MUGUERZA, Manuel Carlo S.
SORIANO, Norm Anthony A.



PAL WELLNESS CARAVAN BRINGS HEALTH AND WELL-BEING TO EMPLOYEES

The PAL Wellness Caravan, organized by PAL Medical in partnership with Maxicare, welcomed all Manila-based PAL and PALEX employees from October 13 to 16, 2025 at the Lucio K. Tan Jr. (LKTJ).

The event featured a curated selection of wellness merchants offering products and services focused on health, self-care, and overall well-being.



CELEBRATING MILESTONES IN SERVICE

PAL honored employees who reached significant career milestones during the Service Awards for July to December 2025, recognizing years of dedication that have helped shape the airline's enduring legacy. The awards honor team members whose long service reflects commitment, professionalism, and pride in carrying the Philippine flag. Employees across operations, engineering, customer service, ground handling, and corporate support have contributed to the airline's growth and reliability.

Each milestone marks years of service, the relationships built, challenges met, and achievements shared. By recognizing these anniversaries, PAL expresses gratitude to the people whose dedication strengthens the airline and upholds Filipino hospitality in the skies.

SOARING HIGHER TOGETHER

At the Service Awards 2025, attendees wished for PAL to keep soaring higher—delivering safe flights, world-class service, and heartfelt care, while strengthening teamwork and driving the airline's growth and success.

PAL CULMINATES THE FIRST NEW GEN LEADERS PROGRAM

PAL recently celebrated the successful completion of its New Gen Leaders Program, marking an important milestone for both the nine graduates and the company's future. Launched in 2023, the program identifies young talents who excel academically and embody the PAL DNA, demonstrating integrity, passion, and service from day one. Over the past months, the management trainees rotated across key departments, gaining hands-on experience in operations, commercial, planning, and service delivery. Throughout the program, they shared fresh perspectives, suggested process improvements, and strengthened their problem-solving, adaptability, and collaboration skills.

The culminating event honored the graduates' achievements and reaffirmed PAL's commitment to nurturing the next generation of leaders who will help move the airline—and the nation—forward.

PAL CELEBRATES WORLD MENTAL HEALTH DAY WITH WELLNESS SPOTLIGHT ACTIVITIES

PAL reinforced the importance of mental well-being by encouraging employees to prioritize self-care, balance, and compassion—for others and for themselves. Anchored on the message that CARE begins from within, the initiative invited employees to pause, check in, and reflect on their mental health amid daily demands.

The Human Capital Department launched Wellness Spotlight, a series of sessions to help employees recharge and refocus. The activities offered practical insights on managing stress, preventing burnout, practicing mindfulness, and building sustainable wellness habits. The series concluded with an energizing Zumba session that brought employees together through movement.



TRANSFORMING LIVES THROUGH CARE

PAL Foundation, in partnership with Mabuhay Miles and the Cargo Business Department, continues to provide life-changing support to underprivileged patients across the Philippines. Through the Miles with a Mission and Medical Travel Grant programs, the Foundation has flown children and teenagers for critical, life-saving surgeries, including therapy for a brain tumor and reconstructive procedures for severe burn victims.

In October and November 2025, PAL Foundation also facilitated medical missions in Palawan, delivering essential healthcare services, supplies, and humanitarian aid to island communities. Additionally, the Foundation supported the Philippine General Hospital through the “Alay sa PGH Golf Tournament 2025,” raising funds to provide medicines, equipment, and improved facilities for indigent patients. Accessible healthcare stands as one of the PAL Foundation’s core pillars, with these partnerships delivering tangible support to vulnerable communities.



BRINGING A SYMBOL OF FAITH AND HOPE TO THE NEXT GENERATION

PAL, through the PAL Foundation, transported a first-class relic of Saint Carlo Acutis to Laoag as part of a pilgrimage aimed at inspiring Eucharistic devotion, holiness, and hope among Filipino youth. Led by the Association of Friends of Saint Carlo Acutis – Philippines, the pilgrimage featured a section of the saint’s heart known as the pericardium.

Canonized last September, Saint Carlo Acutis—known as the first millennial saint—used digital media to promote the Catholic faith and remains a symbol of youthful devotion and modern evangelization.



EQUIPPING THE NEXT GENERATION

The PAL Foundation recently turned over aviation mechanical tools to the National Aviation Academy of the Philippines (NAAP, formerly PhilSCA) to enhance hands-on training for aviation mechanics students. The donation included essential equipment, aimed at preparing students for careers in aircraft maintenance. Through initiatives like this, the Foundation continues to invest in building a skilled, future-ready aviation workforce and strengthening technical education in Philippine aviation.



SUPPORTING DISASTER RESPONSE

The Department of Social Welfare and Development (DSWD) recognized PAL for its swift disaster response efforts. Through the PAL Foundation and PAL Cargo, the airline airlifted essential aid and supplies to communities affected by recent calamities. The award, presented during DSWD’s 6th Volunteers and Partners Ceremony, highlights PAL’s commitment to collaboration, care, and helping vulnerable communities across the Philippines.



DELIVERING HOPE ACROSS COMMUNITIES

In the latter part of 2025, the PAL Foundation sustained humanitarian efforts in response to multiple disasters affecting provinces such as Cebu and Leyte, working closely with the Tan Yan Kee Foundation, Asia Brewery, and the wider Lucio Tan Group. Following the 6.9-magnitude earthquake that struck northern Cebu in October, potable water was immediately air-lifted to affected communities by PAL under the PAL Foundation's Humanitarian Cargo Grant program.

As Typhoon Tino later battered Cebu and neighboring provinces, relief operations expanded to address the growing needs of millions of displaced individuals and families. Thousands of liters of drinking water, family food packs, and essential supplies were distributed across several districts in Cebu, supported by PAL Group volunteers and employees, with critical assistance from partners including Asia Brewery and local government units.

Beyond direct relief, Philippine Airlines facilitated the airlifting of more than 40 tons of donations from NGOs and government agencies, reinforcing its role as a lifeline during emergencies.

Support extended beyond Cebu as Typhoon Tino also affected communities in Leyte. In Alangalang, the PAL Foundation provided mobility aids to elderly residents and people with disabilities, while the Tan Yan Kee Foundation distributed rice and other essential items to affected families. These efforts emphasized dignity and care over mere survival.

Across all affected areas, the PAL Foundation and its partners extended assistance to Lucio Tan Group employees and service providers impacted by the disasters.

Through coordinated action with partners, the PAL Foundation reaffirmed its mission to stand with communities in times of crisis—delivering aid where it is needed most, and helping rebuild lives with compassion and resolve.



AO CLASS 2026A, CLEARED FOR TAKEOFF

Twenty-one students of PAL Aviation School Class AO 2026A recently departed on PR 221 for Airways Aviation's training facility in Archerfield, Queensland.

The class begins an intensive 18-month program, combining ground school and simulator training to prepare trainees for line operations and the next step in their aviation careers.

The journey became a family affair as crew members FO Reuben Belen, Purser Raquel Balbuena, FA Kim Balbuena, FA Gladys Lim, FS Xavier Alvarez, and parent Tachie Herrera joined the flight. Capt. Udo Belmonte represented PATC. Several crew members have children enrolled in the program, adding a personal touch to the occasion.

Blue skies, steady hands, and tailwinds ahead — we wish Class AO 2026A the very best as they chase their wings.



The PALiner

ON THE SCENE

MARKING TIME

These employees mark 20 years of service with Philippine Airlines, a milestone defined by dedication, professionalism, and quiet excellence. For two decades, they have upheld PAL's standards, contributed to its growth, and shaped the experience of countless passengers and colleagues.



TSUTOMU OTA
CUSTOMER EXPERIENCE
REPRESENTATIVE, KIX



JONATHAN LAVIDES
AIRPORT SERVICES MANAGER,
MNL



TAKESHI HAMANO
DUTY MANAGER,
FUK

We also recognize two 20-year honorees, **YANG "BETTY" YOU (PEK)** and **YAN LIN CHEN (PVG)** for their loyalty and commitment, which reflect the enduring spirit that sustains the PAL legacy, as well as **ABDUL RAHEEM. ABDUL KARIM (RUH; 10)** and **SIGIT SUJARWO (CGK; 25)**.

THAT'S OUR PAL

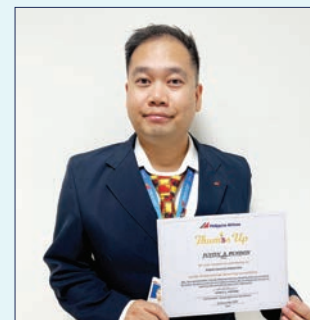
Here are some of the individuals who consistently lived out the PAL values of Maasahan, Magaling, and Maalaga in every interaction during the fourth quarter of 2025. Through their professionalism, care, and commitment, they embody the service excellence that defines the PAL experience. We also recognize **JULIE BARTHOLOMEUSZ (SYD)** for her outstanding contribution.



KHOI KHANH TRUONG
STATION MANAGER,
HAN



FLORENCE VELORIA
CUSTOMER SERVICE
REPRESENTATIVE, SIN

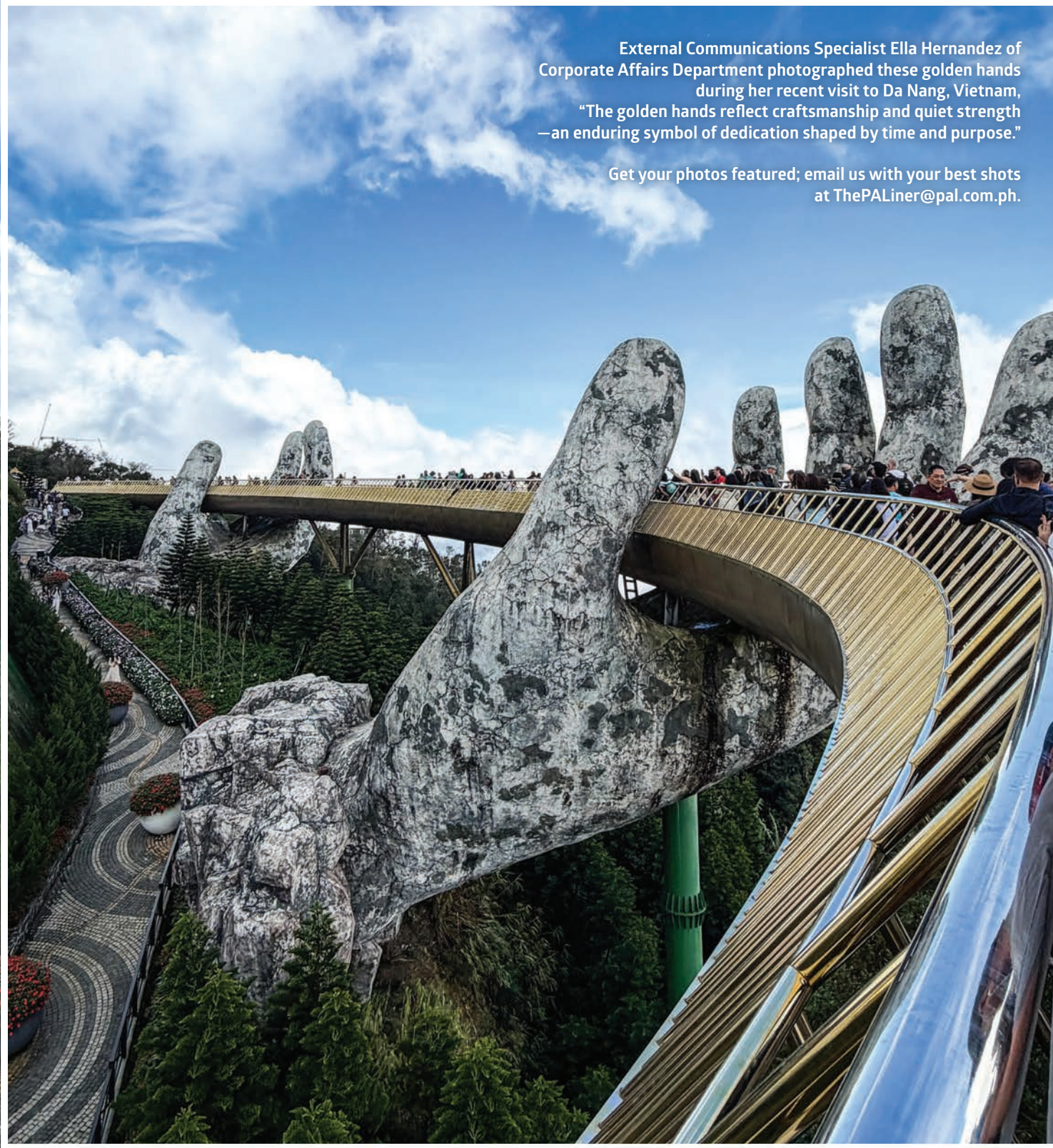


JUSTIN A. PENDON
STATION MANAGER,
GUM

END FRAME

External Communications Specialist Ella Hernandez of Corporate Affairs Department photographed these golden hands during her recent visit to Da Nang, Vietnam, “The golden hands reflect craftsmanship and quiet strength—an enduring symbol of dedication shaped by time and purpose.”

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





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FORCE AU
CROCHET
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