QATAR AIRWAYS KEEPS WATCHFUL EYE ON GUANGDONG MARKET

News / Airlines

Satisfied with the occupancy rate of its daily flight to and from Guangzhou, Qatar Airways is eyeing up a larger market share in the affluent Pearl River Delta region.

The airline recently announced the resumption of two daily flights from Hong Kong to Doha, which will come into effect in February 2016.

"The Pearl River Delta region has always been of strategic importance to us and Guangzhou has become one of the most important cities where we have operated flight services," Paul Johannes, vice-president of Qatar Airways North Asia, told chinadaily.com.cn on Thursday.

"The occupancy rate of the Guangzhou-Doha flight is pleasing," he added, while being reluctant to comment on a specific figure.

"The new flight service to and from Hong Kong will provide even greater convenience for passengers in the region, as they have two neighboring cities to choose from and can enjoy the same level of service they expect," he said.

The airline company began the Hong Kong-Doha non-stop flight service in 2006. In 2008, the Guangzhou-Doha flight was added into service.

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Qatar Airways is one of the world's seven five-star airline companies and the first Middle Eastern airline company to operate Guangzhou-Doha flight. The new and young fleet, together with enthusiastic cabin crew members of multinational backgrounds, will help to turn Qatar Airways a preferred airliner, he said.

Qatar Airways operates 45 non-stop flights each week between cities in China and Hamad International Airport in Doha. Since entering the Chinese market with flights to Shanghai in 2003, Qatar Airway has expanded its flight network to Beijing, Guangzhou, Hong Kong, Chongqing, Chengdu and Hangzhou.

"We plan to operate more flights but we have to wait for the green light from the civil aviation authority in China," said Chan Cheong Eu, regional director of the South China market at Qatar Airways.

According to Chan, the airline company has launched an incentive program called Qbiz. The program aims to attract and reward more small-and medium-sized enterprises in China. Both companies and individuals will have the opportunity to earn mileage bonus under the program.

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