



# HAPPY SINGLES' DAY TO TRAVELLERS, AIRLINES OFFER INCREDIBLY CHEAP TICKETS ON "DOUBLE 11"

News / Airlines



**Get your wallets ready on Wednesday as a dozen of airlines are joining the "Double 11" promotions.**

"Double 11" or Singles' Day began as a day for single people, symbolised by the four number ones in the date of November 11 - 11/11. However, it has become the largest shopping holiday of the year since the online retail firm Alibaba adopted the day to promote a massive online shopping sale in 2009.

It is learnt that it is the first time for most airlines to join the "Double 11" promotions. Chinese airlines, regardless of scale, flock to launch special offers on tickets for the event. It is definitely a good opportunity for those who have travel plans to buy bargain tickets on the "Double 11" day.

Air China (CA) said customers can buy tickets at 30% discount on the "Double 11" day. Besides, there will be panic buying of round-trip tickets for Asia-Pacific flights at 666 yuan and round-trip tickets for flights to Europe, America, Australia and Africa at 1,111 yuan.

The banner features a vibrant purple and yellow color scheme. At the top left is the Air China logo. A navigation bar contains links for Home, International Schedule, Promotions, Booking Management, Information Query, Self-Service, Phoenix知音, Corporate Travel, and Contact Us. The main text '11月 国航 特惠月' is prominently displayed in large, stylized characters. Below this, a green banner states '国际机票全线666元起'. Three circular callouts highlight '11月11特惠日', '周四约惠国航', and '环游72小时'. A red banner at the bottom reads '国际及港澳台地区--抢购从未有过的低价'. Other elements include a '¥300' tag, a '银联减62元' badge, and icons of the US Capitol, the Eiffel Tower, and a globe.

China Southern Airlines (CZ) has launched a series of promotion activities in November. From October 28 on, China Southern will offer 1,000 free tickets and over 10,000 90%-off tickets to its members on the 28th day of each month, creating a monthly "Double 11" for air travellers.

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