

专访中国国际航空股份有限公司 华北营销中心总经理张兵兵

An Interview with Zhang Bingbing, General Manager of
Marketing & Sales Center Northern China, Air China

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2017年5月,《世界旅游城市》杂志对中国国际航空股份有限公司华北营销中心总经理张兵兵先生进行了专访。国航作为世界旅游城市联合会的机构会员,也是联合会民航分会成员,同时还是中国唯一载国旗飞行的民航公司以及世界最大航空联盟——星空联盟成员,曾连续9年入选世界品牌500强,成为中国民航唯一一家进入“世界品牌500强”的企业。

中国国际航空股份有限公司(简称“国航”)是中国唯一载国旗飞行的民航公司以及世界最大航空联盟——星空联盟成员,曾连续9年入选世界品牌500强,成为中国民航唯一一家进入“世界品牌500强”的企业。国航是世界旅游城市联合会的机构会员,也是联合会民航分会成员。

Q 作为航线覆盖欧亚非、南北美洲及大洋洲等六大洲的航空公司,国航一直致力于拓展以北京为核心枢纽的全球航线网络,同时也重视各区域重点城市洲际航线的同步推进。2017年,国航又为完善这一布局做了哪些规划?

A 自2017年3月26日起,国航已开始执行2017年夏秋季航班计划。夏秋季换季后,国航经营的客运航线条数会达到395条,其中国际航线102条、地区航线14条、国内航线279条,通航国家(地区)39个,通航城市180个,其中国际64个,地区3个,国内113个,每周为旅客提供超过8500个航班、166万多个座位。

国航仍将继续加速以北京为枢纽的全

球航线网络布局。5月5日，国航开通上海—巴塞罗那航线，每周三班，执飞机型为A330-200；6月1日，国航开通北京—阿斯塔纳航线，每周三班，执飞机型为A320；6月7日，国航开通北京—苏黎世航线，每周四班，执飞机型为A330-200。在国际航线增速日趋放缓趋稳，公商务出行流量逐渐回升的背景下，此系列新航线的开通，对国航而言，一方面是在航权紧张的现状下，有力抢占优质航线资源，同时也显示了国航对于2017年继续实现稳步良性发展的信心。对于国航成为“具有国际竞争力的大型网络型航空公司”这一目标而言，无疑将起到更好的推动作用。

Q 2017年6月，国航相继开通北京—阿斯塔纳和北京—苏黎世两条直飞航线。这两个城市都是“一带一路”沿线城市，众所周知，5月“一带一路”国际合作高峰论坛在北京举行，那么国航对于“一带一路”倡议有哪些战略布局上的考虑？

A 国家“一带一路”倡议的推行，给国航航线网络的不断延伸带来了新的机遇，并为国航的国际化网络布局增添了动力。近年来，国航积极落实“一带一路”倡议，结合旅客的实际出行需求，确定了建设北京核心枢纽和成都区域枢纽，打造上海国际门户，以欧美市场为主，拓展亚洲、非洲和大洋洲航线的思路。

阿斯塔纳是哈萨克斯坦的首都，被誉为中亚现代化程度最高、人民生活幸福指数最高的城市之一。哈萨克斯坦是“丝绸之路经济带”的重要国家，航线的开通为促进两国在能源、交通、旅游、文化、经贸等领域的深入合作提供便利。

苏黎世是瑞士的著名旅游目的地之一。近年来，中瑞两国高层互访频繁，经贸合作也不断扩大。今年也是“中瑞旅游年”，中国和瑞士将在基础设施建设、金融、保险、产能合作等领域开展合作，共同推进“一带一路”建设。

除了以上两条线路的开通，自2015年起，国航相继开通了北京至明斯克、布达佩斯、华沙、吉隆坡、孟买、科伦坡、伊斯兰堡等多条“一带一路”沿线国家航线，为中国搭建了一条又一条空中丝路。

作为中国唯一的载国旗航空公司，国航在执行国家政策，旅行社会责任，将企业做大做强的同时，也将一如既往为“一带一路”等国家倡议搭建更加便捷的空中桥梁。

Q 2016年前三季度中国国航App移动互联网业务实现销售额29.4亿，同比去年大幅增长200%，用户数突破420万，其中凤凰知音会员用户占比达70%。同时，自助服务如值机、全渠道客票自助改期等航班各类服务使用量都大幅提升。国航在业内不断率先推出创新产品和服务吸引了越来越



多的忠实用户，用户对国航无线App的认知和认同都在逐步加深。借此机会，您是否可以再为我们详细介绍一下国航App更多服务内容？

A 中国国航App除可提供航班查询、机票预订外，还可以为国航凤凰知音会员提供全面的账号管理功能，支持里程明细查询、账单查询、受让人管理和里程补登。更重要的是可以实现用里程直接购票、兑换国航免票。所有凤凰知音会员在乘坐国航实际承运国内航线（特殊航线除外）的单程、往返航班时，可以使用里程购买机票，且使用里程购买的客票与使用人民币购买的客票享有同样的里程累积规则！

除此之外，国航App还有几个服务亮点，例如：登机口升舱，已经办理乘机登记手续且通过安检的旅客，还将有机会升头等舱，享受优先登机权利；“座享其程”——付费预选座位，旅客在购买国航实际承运客票后可至所有国航直销渠道付费预订座位，目前除现金支付方式外也可用里程购买；预付行李，旅客在购买适用航线与航班的客票后，可通过中国国航App提前为超件托运行李预付费，价格为机场现场缴费的八折；凤凰知音会员专属优惠，凤凰知音会员生日当月可到中国国航App“钱包”中领取100元机票代金券；自助改期，目前，中国国航App支持全渠道购买国内客票的自助改期。

Q 国航作为世界旅游城市联合会的机构会员以及联合会民航分会的秘书长单位，请问在与联合会的合作方面有哪些考虑？和国航加入的其他组织相比，联合会有何不同之处？

A 国航不断持续加速拓展以北京为核心枢纽的全球航线网络，同时也重视各区域重点城市洲际航线的同步推进。同时国航作为世界旅游城市联合会的机构会员以及联合会民航分会的秘书长单位，也致力于在世界旅游城市联合会的带领下，以“旅游让城市生活更美好”为核心理念，与会员间进行

广泛的交流合作，打造 AIRCHINA 爱 TRAVEL 国航旅游产品品牌，共同促进旅游业持续增长。

国航与世界旅游城市联合会在不定期举办的旅游推广会上，共享合作、互学互鉴；更加进一步推进双方在旅游业界互利共赢的务实合作。借助世界旅游城市联合会这一国际组织，以及国航全球完善的网络布局，不断扩大旅游城市之间的合作与交流，实现“资源共享、优势互补、互利共赢”。

Air China Limited (Air China) is the only national flag carrier of China and a member of Star Alliance, the largest airlines network in the world. It has been ranked among the Fortune Global 500 for 9 years in a row, the only airlines under CAAC that earns the title. Air China is both an institutional member of WTCF and a member of the Committee of Civil Aviation.

Q Air China offers flights that service international destinations in 6 continents. Air China has been dedicated to expanding its global route network from its hub in Beijing. Recent years has also witnessed Air China's effort in synchronizing expansion of its intercontinental networks in some key cities. What is Air China's strategy for 2017?

A Since March 26th, 2017, the summer and autumn flight schedule has been adapted by Air China. Accordingly, passenger traffic routes have reached 395, including 102 international, 14 regional, and 279 domestic. Air China operates 8,500 flights with 1.66 million seats each week to 39 countries and 180 cities, among which 64 are international, 3 regional, and 113 domestic.

Air China will speed up its international expansion of its route network from its hub in Beijing. Air China will operate 3 weekly flights with the Airbus A330-200 from Shanghai to Barcelona starting on May 5th, 3 weekly flights with the Airbus A320 from Beijing to Astana starting on June 1st, and 4 weekly flights with the Airbus A330-200 from Beijing to Zurich starting on June 7th. Given the slowdown of international route expansion worldwide, and increase of business traveling volume, Air China's robust expansion in overseas market exhibits its ambition in competing for quality route resources despite the restricted Freedoms of the Air, and

confidence of its sound growth in 2017. This strategic expansion will bring Air China closer to its goal of "being the most competitive large network airlines in the world."

Q Air China launched the Beijing-Astana and Beijing-Zurich non-stop airline routes in June this year. The two cities are located along the "Belt and Road Initiative" route. As we all know, the Belt and Road Forum for International Cooperation also was held in Beijing this May. What are the strategic arrangement concerns of Air China on the "Belt and Road Initiative?"

A The implementation of China's "Belt and Road Initiative" brings a new opportunity to the constant expansion of Air China's airline route networks and pours energy to Air China's internationalized network deployment. In recent years, Air China has been positively fulfilling the "Belt and Road Initiative". Combining the practical travel demands of passengers, Air China has applied the strategy that it will build up a core hub in Beijing and a regional hub in Chengdu, launch an international portal in Shanghai, and expand Asian, African, and Oceanic airline routes with its focus on European and American markets.

Astana, the capital of Kazakhstan, is reputed as one of the cities where modernization and people's happiness index reach their highest level in Central Asia. Kazakhstan is an important nation along the Silk Road Economic Belt, and the launching of the airline route can facilitate the two nations to further cooperate with each other on energy, transportation, tourism, culture, economy, trade, and other fields.

Zurich is one of the famous tourist destinations in Switzerland. In recent years, the senior leaders of China and Switzerland have frequently visited each other, and the cooperation on economy and trade has expanded constantly. This year is the China-Switzerland Tourism Year. China and Switzerland will cooperate on infrastructure construction, finance, insurance, production capacity cooperation and other fields, and further jointly push on the construction of the "Belt and Road Initiative."

In addition to the launching of the above two airline routes, since 2015, Air China has also launched many other routes to countries along the "Belt and Road Initiative" route, including the routes from its hub in Beijing to Minsk, Budapest, Warsaw, Kuala Lumpur, Mumbai, Colombo, Islamabad and so on. It has paved lots of airborne Silk Roads for China.

As the only flag-carrier airline in China, Air China not

only implements China's national policies, carries out its social responsibility, and expands and optimizes its own business, but it will still make efforts to build more convenient airborne bridges for China's policies such as the "Belt and Road Initiative."

 The first three quarters of 2016 witnessed a boost in Air China's sales volume through the mobile app,



reaching 2.94 billion, an increase of 200% from that of last year. Users of Air China mobile app has reached 4.20 million, among whom PhoenixMiles members account for 70%. Meanwhile, self-service at check-in or endorsing flights is available to more passengers. By



innovating products and services, Air China attracts more loyal customers who are getting to know more about Air China mobile App. Would you please share with us more details of this app?

A Besides checking flight information and booking tickets, PhoenixMiles members can manage their account with the Air China mobile App through functions such as Skywards miles tracking, bill inquiry, nominee management, and mileage reclaim in an easy and convenient way. Members who fly with Air China on domestic routes have a variety of redemption options including purchasing single-trip or round-trip tickets with miles they have earned, or getting reward tickets for free. Mileage Program Rules are applicable both to mileage redemption and purchase with cash.

In addition, the Air China mobile app has the following highlights: Boarding-gate Upgrade: passengers who have checked in and passed security check have the opportunity to and enjoy priority-boarding; Pre-paid seat: passengers who have bought the tickets of the flight coded and operated by Air China can pay for booking seats through all direct sales channels of Air China, by cash or by mileage; Pre-paid baggage: for eligible routes and flights, passengers who have bought tickets can pre-pay for checked baggage with a 20% discount through Air China mobile app; Birthday gift for PhoenixMiles Members: PhoenixMiles Members are awarded an RMB 100 coupon from the "Wallet" of Air China mobile app in their creation month; Self-Service rescheduling: Air China mobile app supports self-service rescheduling through all sales channels for domestic flights.

Q What are potentials for cooperation between WTCF and Air China, and members of WTCF and Committee of Civil Aviation? Compared with other organizations to which Air China is affiliated with, what does WTCF mean for Air China?

A As the only national flag carrier of China, Air China has been dedicated to expanding the global route network from its hub in Beijing, and synchronizing expansion of intercontinental networks in some key cities. And as member of WTCF and Committee of Civil Aviation, Air China has been implementing the vision of "Better City Life through Tourism." By conducting extensive cooperation with other members under the leadership of WTCF, Air China is confident and ready to develop its tourist brand of "AIR CHINA TRAVEL" to facilitate the sustained development of tourism.

By co-organizing tourism promotions, Air China and WTCF can learn and benefit from each other, exemplifying win-win cooperation in tourism industry. Thanks to WTCF's international vision and Air China's global network, members of WTCF are able to strengthen their cooperation in resource sharing to achieve mutual benefits.