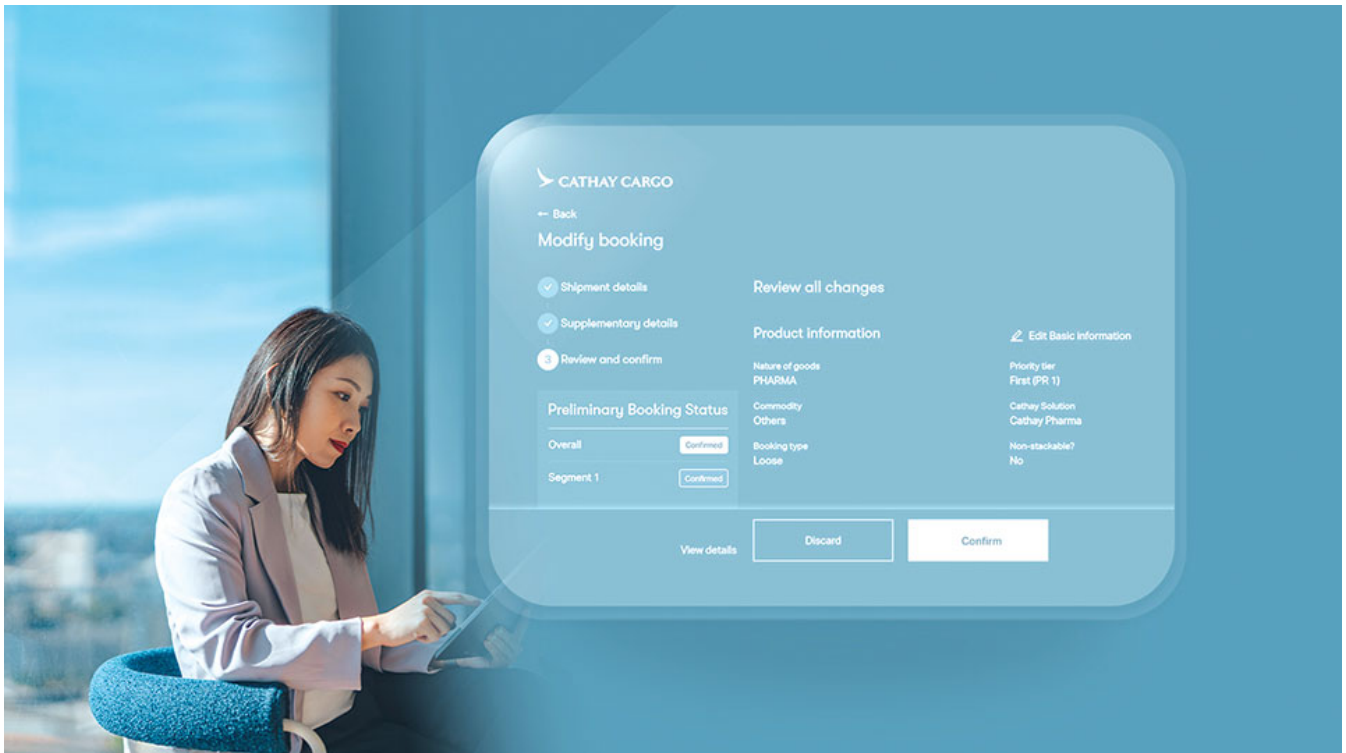


Cathay Cargo enhances customer booking experience

- A Monitor Report

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Hong Kong : Cathay Cargo has launched Manage Booking, a significant upgrade to the carrier's online booking platform that gives freight forwarders direct control over booking modifications. Available 24/7 via www.cathaycargo.com, the new feature addresses a longstanding industry challenge: the need to make changes quickly after bookings are confirmed, without relying on phone calls, manual workflows, or waiting for follow-up during office hours.

Manage Booking enables forwarders to handle routine changes directly through the platform, including the updating of shipper or consignee information, flight and date adjustments, and shipment size modifications. More complex requests continue to be supported by Cathay Cargo's specialists, ensuring forwarders have the right level of support for every scenario. The launch represents a significant step forward in Cathay Cargo's commitment to customer-centric digitalization.

Manage Booking delivers tangible benefits that address forwarder operational challenges:

Centralised booking oversight: Users can view real-time updates on a single dashboard allowing them to track the status of every booking from all booking channels.

Preview before you commit: Before confirming any changes, users gain full visibility into how proposed updates will affect booking status and associated costs.

Activity tracking and automated notifications: Users benefit from a complete audit trail of modifications, complemented by automated email notifications that keep stakeholders aligned and informed at every step.