

Cathay Pacific taps into PressReader library to expand range of reading material

With reading material important to the overall journey satisfaction of customers, Cathay Pacific has partnered with PressReader, enabling the airline to provide thousands of popular newspapers and magazines to passengers.

The Cathay Pacific app allows customers to gain access to PressReader 48 hours before departure, meaning all Cathay Pacific and Cathay Dragon customers can download full issues of their favourite publications to their own smartphones or tablets for free.



PressReader's 7,000-strong library features same-day titles such as The Washington Post, The Guardian and Los Angeles Times, in addition to travel and lifestyle periodicals, including Business Traveller, Vogue and GQ.

Cathay Pacific's South African country manager, Ashish Kapur, said: "Partnering with PressReader is an investment that strengthens our news and entertainment offering. It enables our local customers to have a much bigger range of choice in reading materials, ideally making their travel experience a richer and more relaxing one."

"At PressReader, we believe in building new ways for brands to create meaningful and organic relationships with real people. That's why we're working with one of the world's best airlines – one that provides an outstanding experience and aligns with our mission to improve the way readers all over the world discover great content," said Alex Kroogman, PressReader CEO.

Kroogman also added that PressReader has secured additional titles from mainland China to the innovative digital platform.

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