



May 18, 2011

PHILIPPINE STOCK EXCHANGE, INC.
3rd Floor, Tower One and Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Gentlemen:

Please find attached a copy of SEC Form 17-C of Cebu Air, Inc. which we are filing with the Securities and Exchange Commission regarding a press release entitled "CEB boosts domestic tourism with additional flights, 33% more seats".

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "R. Rivera".

ROSALINDA F. RIVERA
Corporate Secretary

/mhd

Airline Operations Center, Manila Domestic Airport, Pasay City, Philippines
Trunkline: (632) 852-2328



COVER SHEET

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SEC Registration Number

C	E	B	U	A	I	R	,	I	N	C	.																		

(Company's Full Name)

A	I	R	L	I	N	E	O	P	E	R	A	T	I	O	N	S	C	E	N	T	E	R	,								
D	O	M	E	S	T	I	C	R	O	A	D	,	P	A	S	A	Y	C	I	T	Y										

(Business Address: No. Street City/Town/Province)

Atty. Rosalinda F. Rivera
Corporate Secretary

(Contact Person)

852-2328

(Company Telephone Number)

1	2
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3	1
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Month *Day*
(Fiscal Year)

1	7	-	C
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(Form Type)

Fourth Thursday of June

Month *Day*
(Annual Meeting)

Press Release "CEB boosts domestic tourism with additional flights, 33% more seats"

N/A

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

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File Number

LCU

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Document ID

Cashier

STAMPS

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SECURITIES AND EXCHANGE COMMISSION

SEC Form 17-C

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2(c) THEREUNDER

1. **May 18, 2011**
(Date of Report)
2. SEC Identification No. **154675** 3. BIR TIN: **948-229-000**
4. **CEBU AIR, INC.**
(Exact name of issuer as specified in its charter)
5. **Cebu City, Philippines** 6. (SEC Use Only)
(Province, country or other jurisdiction of Industry Classification Code:
incorporation)
7. **2nd Floor Doña Juanita Marquez Lim Building**
Osmeña Blvd., Cebu City
(Address of principal office) (Postal Code)
8. **(632) 852-2328**
(Issuer's Tel. No., including area code)
9. **NA**
(Former name or former address, if changed since last report)
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the
RSA:

Title of Each Class

Number of Shares of Common Stock
Outstanding and Amount of Debt Outstanding**Common****611,236,550**

SEC FORM 17-C

CEBU AIR, INC.

11. **Item 9 – Other Events**

Please see attached press release entitled “CEB boosts domestic tourism with additional flights, 33% more seats”.

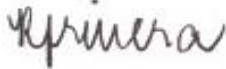
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SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Cebu Air, Inc.
(Issuer)

May 18, 2011
(Date)



ROSALINDA F. RIVERA
Corporate Secretary
(Signature and Title)

CEB boosts domestic tourism with additional flights, 33% more seats

Expects 3 brand-new Airbus A320 in October

The Philippines' largest national flag carrier, Cebu Pacific (CEB) will increase domestic flights in the 4th quarter of 2011, making available 33% more seats compared to the same period last year.

CEB will take delivery of 3 more brand-new Airbus A320 aircraft in October, allowing the airline to offer the lowest possible fares in the market and mount more domestic flights.

"This is in line with CEB's continued commitment to promote tourism and economy in the destinations it flies to. Foreign and local travelers can book CEB's lowest fares to explore the Philippines' top beaches and diving sites, and attend the country's most popular fiestas," said CEB VP for Marketing and Distribution Candice Iyog.

"We currently already offer the most flights and the lowest fares to Cebu and Davao, two key cities in the Visayas and Mindanao, compared to any other airline. Tourists will have faster, easier access to the most extensive route network in the country," she added.

With this flight increases, CEB will also continue to have the most flights to popular tourist destinations such as Boracay, Coron, Dumaguete and Cagayan de Oro. CEB will increase flight frequencies in the following routes:

- **Effective 1 October 2011**
 - Manila-Butuan-Manila (2x to 3x daily)
 - Manila-General Santos-Manila (2x to 3x daily)
 - Manila-Tacloban-Manila (4x to 5x daily)
 - Manila-Davao-Manila (from 45x to 49x weekly)
- **Effective 7 October 2011**
 - Manila-Davao-Manila (7x to 8x daily)
 - Manila-Dumaguete-Manila (2x to 3x daily)
 - Manila-Roxas-Manila (7x to 12x weekly)
 - Cebu-Butuan-Cebu (7x to 11x weekly)
 - Manila-Boracay (Caticlan)-Manila (86x to 91x weekly)
 - Cebu-Dumaguete-Cebu (3x to 7x weekly)
 - Cebu-Pagadian-Cebu (4x to 7x weekly)
 - Additional Seats (from ATR 72-500 to Airbus A319)
 - Cebu-Ozamiz-Cebu (Daily)
 - Manila-Tuguegarao-Manila (Daily)
- **Effective 14 October 2011**
 - Manila-Cagayan de Oro-Manila (6x to 7x daily)
 - Cebu-Davao-Cebu (24x to 28x weekly)
 - Manila-Cebu-Manila (80x to 87x weekly)
 - Manila-Coron (Busuanga)-Manila (2x to 3x daily)
 - Manila-Boracay (Caticlan)-Manila (13x to 14x daily)
 - Manila-Naga-Manila (3x to 4x daily)
 - Additional Seats (from ATR 72-500 to Airbus A319)
 - Cebu-Bacolod-Cebu (Daily)
 - Cebu-Cagayan de Oro-Cebu (Daily)
 - Cebu-Iloilo-Cebu (Daily)
 - Cebu-Tacloban-Cebu (Daily)

For CEB booking and inquiries, guests can visit www.cebupacificair.com or <http://funtours.cebupacificair.com> or call (02) 7020-888 or (032) 230-8888. The latest seat sales can also be found on cebupacificair on Twitter and Facebook Fan Page.

About Cebu Air Inc. (PSE: CEB)

Cebu Air Inc. is the largest carrier in the Philippine air transportation industry, offering its low-cost services to more destinations and routes with higher flight frequency within the Philippines than any other airline.