



## Immediate Release

### Hello Midfield!

#### HK Express launches its inaugural flight from HKIA's new concourse

**2 February 2016** In December of 2015, Hong Kong International Airport unveiled its latest masterpiece: the Midfield Concourse (MFC). Just two months later, Hong Kong's low-fare airline HK Express was one of the first airlines to utilise the brand new terminal, launching its first departure and arrival flights in the Midfield Concourse on Tuesday, 2 February 2016.

And being HK Express, these inaugural flights didn't take off without a celebration! CEO Andrew Cowen welcomed Guests first-hand and passed Chinese New Year red packets in honor of upcoming Chinese New Year that were filled with all kinds of surprises. Lucky Guests took home lots of excellent gifts, such as free round-trip tickets and discount promotion codes to use on HK Express routes.

One of the first HK Express flights to depart from MFC was flight UO1632, which took off at 09:00 and flew to Tokyo-Narita. HK Express will gradually move all of their operations to the MFC over the next several months, eliminating the need for bus transfers to the aircraft on most flights. Whether coming or going, HK Express travellers had the opportunity to be among the first people in the world to experience the new Midfield Concourse.

"The new concourse could not have come at a better time. Hong Kong has seen booming growth over the past few years and HK Express is thankful to be a part of that," says Andrew Cowen, HK Express CEO. "We're seeing huge increases in both Hong Kong travellers as well as inbound Guests eager to experience all that the city has to offer. It's an exciting time for our airline as well as HKIA, and we can't wait to share this new travel experience with HK Express Guests."

The state-of-the-art Midfield Concourse stretches across 105,000 square meters and connects to Terminal 1 with an Automated People Mover (APM). As HKIA sees a growing passenger demand, the new facility offers dramatically expanded capacity with 20 aircraft parking slots and the ability to handle an additional 10 million travellers per year.

Under construction since 2011, the ultra-modern and eco-friendly concourse will continue to evolve over the coming months with an influx of new restaurants, integrated shopping experiences, and pleasant greenery features designed to promote a sense of Zen.



The expansion comes at an opportune time, as HKIA has seen a rapid uptick in traffic, growing 65% over the past decade. HK Express too has seen enviable growth over the past two years, and continues to innovate and improve its services in order to keep up with the constant demand.

For reservations or information, please visit [www.hkexpress.com](http://www.hkexpress.com), follow us on Facebook fan page: [www.facebook.com/HKExpress](https://www.facebook.com/HKExpress), SinaWeibo: [www.weibo.com/hkexpress](http://www.weibo.com/hkexpress); WeChat: HK Express; Twitter: HKExpress.jp or refer to our Instagram: @HK\_Express.

*HK Express is an IATA Operational Safety Audit (IOSA) registered airline and therefore in compliance with IOSA standards. HK Express is committed to delivering operational safety to its Guests and crews.*



Photo Caption: Andrew Cowen, CEO of HK Express, dressed up as the God of Fortune and gave out Chinese New Year red packets to Guests this morning to celebrate the airline's debut to the Midfield Terminal of the Hong Kong International Airport.



### **About HK Express**

Independent flight statistic monitoring website flightstats.com has already recognized HK Express for its top On-Time-Performance (OTP) rate. The airline has become a leader in the Hong Kong aviation industry by concentrating on low fares, best-in-class on-time performance and safety while revolutionizing air travel throughout the Asia market. The airline also received a “7-star safety rating” – the highest ranking possible, as well as a recognition of one of the world’s 10 safest low-fare airlines from airlineratings.com, an independent, industry-respected research group. HK Express flies to 20 of the most popular destinations in Asia, including the newly-launched routes to Hiroshima in Japan. Besides Yangon and Mandalay in Myanmar commencing in September 2016, it is also expected to launch Luang Prabang in Laos, Guam and Saipan in 2016. With its fast growing fleet and enticing number of destinations, HK Express has flown 3 million Guests – a major achievement that attests to the popularity of the airline.