

For Immediate Release

Tokyo Unveiled as Newest Route for Hong Kong's Low-Cost Carrier Competition Entrants Put "Cheap Tickets To Tokyo" at the Top of Their Wanderlust Wishlist

HONG KONG, August 5, 2013 – Hong Kong's first and only low-cost carrier, HK Express, recently asked their travel-savvy social media fans where *they* wanted the new airline to fly. The overwhelming response? Dazzling, eccentric, unmissable Tokyo!

The "Dream Destination" competition was launched in conjunction with HK Express' Facebook page in July 2013. Participants were invited to exercise their imaginations and give original and creative reasons for why they had chosen their particular dream destination.

The "Dream Destination" competition was extremely well received with over 1300 fans participating in the competition. The responses ranged between the poetic, the succinct, the plausible, the logical and the strange, as these examples show:

- To Tokyo, to fulfill my wife's insatiable desire to shop (W. C.)
- I want to try all the ramen in Tokyo and no more queuing for ramen in HK! (V.C.)

Among all participants, the winner was chosen and has been named as Samuel Leung. Samuel's reason? "I want to go to Japan, because most of the time, I can only afford to go to Japan Home Centre!". Samuel has won four return tickets on the inaugural flight to Tokyo, the city that he chose as his dream destination. He plans on taking his girlfriend and two best friends along for the trip.



HK Express will fly to Tokyo's Haneda airport which is closer to downtown Tokyo than Narita, not to mention more easily accessible and cheaper too, making that short city break to one of the most breathtaking cities in the world that little bit more convenient. Whether you want to tuck

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into some authentic Japanese cuisine served to you by a ninja, experience the weird and wonderful world of cosplay firsthand at Yoyogi Park or simply indulge in some much needed rest and relaxation in one of the city's capsule hotels, Tokyo is the place for you.

Andrew Cowen, Deputy Chief Executive Officer Designate of HK Express, said that he was delighted with the result: "Tokyo is an amazing metropolis that truly offers something for everyone. HK Express is proud to be able to offer affordable flights for the people of Hong Kong to this most incredible of destinations. Hong Kongers can now fly to Tokyo for less than



the cost of an average rice cooker!" For Mr. Cowen, the popularity of the contest is an excellent indication of the demand for low-cost travel in Hong Kong: "We will continue to implement marketing and digital initiatives aimed at customer engagement as we push forward to our launch. Hong Kong people are telling us that they want cheap flights to great destinations, and we are hearing them loud and clear."

HK Express will commence flights to Tokyo in late October 2013, departing daily.

即時發佈

HK Express 頭炮活動「去邊度你話事」結果揭盅 過千人參加爭航空話事權 東京成首個你話事的航點

(香港·2013年8月5日) 去邊度，由香港人話事！最近剛宣佈轉型為低成本航空公司的 HK Express 於 Facebook 發起的頭炮活動「去邊度你話事」，讓參加者選出夢想目的地，今天終於公布結果，旅遊熱點東京成為首個由香港人話事的航線，HK Express 將於 10 月底正式啓航至日本羽田機場。得獎者於過千名參加者中脫穎而出，贏得共 4 張機票與朋友暢遊直飛東京！



HK Express 於 7 月中在 Facebook 專頁推出「去邊度你話事」的活動吸引超過 1300 人參加，為公司打響頭炮。各參加者發揮其天馬行空的想像力，於八個目的地中選出心水地點及講出創意原因，爭取四張機票直達夢想之地。Fans 的回應鬼馬搞笑，有人要到東京吃清所有拉麵，擺脫在香港飽受排隊的煎熬，去旅行總有千百個原因。



芸芸參加者中，fans Samuel 以一句：「我最想去日本，因為唔想成日都只係去日本城！」勝出比賽。因為他正正道出 HK Express 作為一間低成本航空公司的真諦：將機票變成人人都負擔得起的消費，就如一般市民經常到日本城買日用品一樣。他將獲得 4 張來回機票，帶同親朋好友於在 10 月底乘搭 HK Express 直飛東京，為夢想啓航！

HK Express 副行政總裁 Andrew Cowen 對是次結果表示興奮：「東京是個迷人的國際大都會，相信每位遊客都能在這找到心中想要的東西。HK Express 非常榮幸可以提供航班來往香港與東京，讓香港人可以平過電飯煲的價錢平飛這個美麗的城市。」他表示是次活動反應踴躍，可見香港對低成本航空公司的渴求：「我們未來將會繼續推出各種活動，希望與客人有更多交流。香港人以行動告訴我們香港需要低成本航線，而我們亦樂於聽取他們的意見。」

東京一直是熱門旅遊目的地，以後大家就可以乘坐 HK Express 平飛日本，直達近市中心的羽田機場，爭取更多時間親身到台場看真正一比一的高達、漫遊世界文化遺產富士山、到新開商場 KITTE 血拼一番，利用 HK Express 為你省下的機票錢盡情吃喝玩樂。HK Express 來往香港—東京(羽田)之航線將於 10 月底啓航，屆時每天將會有 1 班航機前往東京，為旅客提供物超所值的優質航空服務。