

First Fukuoka Flight Takes Off!

***HK Express Adds Yet Another Popular Destination to their Expanding Network
Plus! Second Daily Flight to Seoul-Incheon Launches***

Hong Kong, 14 April 2014 – HK Express, Hong Kong's one-and-only low-fare airline, is pleased to announce that the carrier's first flight to Fukuoka, Japan, departed on 10th April 2014. Guests on the flight received special gifts to mark yet another stellar milestone for HK Express, which now flies to ten of Asia's most exciting holiday destinations.

Hongkongers have been embracing HK Express's low-fare flights to other destinations in Japan, including Osaka-Kansai and Tokyo-Haneda, so it comes as no surprise that Fukuoka bookings have been strong, with load factors of almost 80%. The first flight included a mix of honeymooners, business people, families as well as representatives from the media.

It's also no wonder Fukuoka has been so popular with Hongkongers, considering its reputation as a gourmet's paradise. As a harbour city, Fukuoka also has an abundance of fresh seafood for visitors to enjoy, while the traditional dish of Fukuoka is a mouth-watering pork bone broth ramen known as "Hakata Ramen". Fukuoka is also famed for its many green spaces and unpolluted, clean natural environment, where wildflowers bloom in city parks and cherry blossoms add stunning colour to the scenery.

"We are thrilled with the response to our Fukuoka flights," commented Mr. Andrew Cowen, Deputy CEO of HK Express, "I think that once word catches on about the delights of this diverse and interesting city, more and more Hongkongers will start to explore this area of Japan, and discover the amazing experiences on offer."

Also adding to the excitement for HK Express today is the official launch of the airline's second daily flight to Seoul-Incheon. Since launching flights in March this year, HK Express has been overwhelmed by the demand for this popular route. The new flight departs from Hong Kong in the evening, giving travelers the option of enjoying a full day in



Hong Kong's low-fare airline

Seoul, and then being able to leave early enough in the morning to make it back to Hong Kong in time for work. At Seoul-Incheon International Airport this morning, a number of officiating guests gathered to celebrate the occasion with a ribbon-cutting ceremony.

Hong Kong (HKG) <>Fukuoka (FUK) (local times)				
Flight	Route	Depart	Arrive	Frequency
UO636	Hong Kong >Fukuoka	13.05	17.20	Daily
UO639	Fukuoka > Hong Kong	18.00	20.35	Daily

Seoul (ICN) <> Hong Kong (HKG) (local times)				
Flight	Route	Depart	Arrive	Frequency
UO618	Hong Kong > Seoul	07:25	11:55	Daily
UO614 (new)	Hong Kong > Seoul	21:50	02:25	Daily
UO619	Seoul > Hong Kong	12:55	15:40	Daily
UO615 (new)	Seoul > Hong Kong	04:20	07:05	Daily



Photo Caption:

1. Mr. Luke Lovegrove, Commercial Director of HK Express unveiled the new route to Fukuoka.
2. (from left to right) Mr. Charles Johnson (GM of Marketing & PR of HK Express), Mr. Seonggon Kim (Manager of Incheon Metropolitan Police Agency), Mr. Wonsook Kim (Director of the Ministry of Justice), Mr. Hojin Lee (Marketing Director of IIAC), Mr. Luke Lovegrove (Commercial Director of HK Express), Mr. Injae Lee (Chairman of Bohram Air) · Mr. Bongjin Kim (Manager of Seoul Regional Aviation Administration) · Mr. Myeongyoung Kwon (Director of Animal and Plant Quarantine Agency), and Ms. Judy Ho (General Manager of Sales Commercial Department of HK Express)

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About HK Express:

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong's only low-fare airline. HK Express flies to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang in Malaysia, Tokyo-Haneda, Osaka-Kansai and Fukuoka in Japan and Seoul-Incheon in Korea.

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即時發佈

HK Express 日本福岡航線正式啟航 平遊版圖繼續無限擴大 往來首爾航班每日增至兩班

(香港·2014年4月14日)本地唯一一間以香港為家的低成本航空公司 HK Express 日本福岡航線終於在4月10日正式啟航，成為 HK Express 第十個旅遊航點。而為記下新航線啟航的重要時刻，HK Express 特別向各位由香港前往福岡的旅客送上精美禮品及特別安排即影即有服務，為每位旅客記下值得記念的一刻，恭迎旅客分享喜悅。

香港人一向對日本情有獨鍾，HK Express 的東京-羽田及大阪-關西航線一直大受歡迎，故亦難怪新航線福岡自開售以來反應熱烈，走勢強勁，載客率高達 80%。福岡首航的旅客主要為新婚夫婦、商務人士，家庭以及傳媒代表。

福岡受歡迎自有其吸引之處，當地有美食天堂之稱，位處沿海地區的福岡佔盡地利，海鮮新鮮甜味，令人神往，對饕客極盡誘惑。同時又是日本拉麵的誕生地，以博多拉麵最為人所熟識，不少旅客更會前往體驗特色屋台文化，品嚐頂級拉麵及各式街頭美食。此外，喜歡接觸大自然的旅客，更可以遠離市區到郊區享受寧靜自然氣息，感受繁花爭艷的郊外風景。

HK Express DCEO Andrew Cowen 表示：「很高興福岡航線正式開通，亦感激大家對這條航線的鼎力支持，相信越來越多的香港人會被福岡的多樣化城市特色及美食吸引，前往探索這個別有風味的地方。」

有見香港人對韓風的熱烈追求，首爾-仁川航線自3月30日啟航後需求有增無減，瞬間成為 HK Express 熱門航點之一，為滿足更多旅客需求，HK Express 決定增加由香港往來首爾-仁川的航班，讓各韓風 fans 於深夜抵達當地，翌日即可出發玩盡首爾一整天。此外，新增的回程航班於清晨回港的安排，完全滿足分秒必爭上班族的另類喜愛，做個拖笠番工的新潮人。為慶祝首爾航班於4月11日起每日增至兩班，HK Express 更於仁川國際機場舉行盛大啟動儀式。

由香港往來福岡之航班時間表（以下為當地時間）：

香港往來福岡				
航班	航線	出發	抵達	班次
UO636	香港 → 福岡	13:05	17:20	每日出發

UO639	福岡 → 香港	18:00	20:35	每日出發
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由香港往來首爾之航班時間表（以下為當地時間）：

香港往來首爾				
航班	航線	出發	抵達	班次
UO618	香港 → 首爾	7:25	11:55	每日出發
UO614 (新增)	香港 → 首爾	21:50	02:25	每日出發
UO619	首爾 → 香港	12:55	15:40	每日出發
UO615 (新增)	首爾 → 香港	04:20	07:05	每日出發





圖片說明：

1. HK Express 商務總監 Luke Lovegrove 宣佈日本福岡航線正式啟航
2. 一眾主禮嘉賓出席首爾-仁川新航班啟動儀式：（左起）市場營銷總經理 Charles Johnson、Mr. Seonggon Kim (Manager of Incheon Metropolitan Police Agency)、Mr. Wonsook Kim (Director of the Ministry of Justice)、Mr. Hojin Lee (Marketing Director of IIAC)、HK Express 商務總監 Luke Lovegrove、Mr. Injae Lee (Chairman of Bohram Air)、Mr. Bongjin Kim (Manager of Seoul Regional Aviation Administration)、Mr. Myeongyoung Kwon (Director of Animal and Plant Quarantine Agency)、HK Express 銷售總經理 Judy Ho。

有關 HK Express

HK Express於2013年10月27日啟航，正式成為本地唯一以香港為家的低成本航空公司，現時航點包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、檳城(馬來西亞)、亞庇(馬來西亞)、首爾-仁川(韓國)、東京-羽田(日本)、大阪-關西(日本)，以及福岡(日本)。

如需更多資訊，可瀏覽HK Express網頁hkexpress.com、登入HK Express 新浪微博專頁 weibo.com/hkexpress或 Facebook 專頁facebook.com/hkexpress。