

**HK Express Named One of Asia's Top Budget Airlines**  
*SmartTravelAsia.com poll awards top performers in aviation industry*

**(Hong Kong, 28 August, 2014)** HK Express, Hong Kong's one-and-only dedicated low-fare airline, was today named as Asia's 7<sup>th</sup> Best Budget Airline for 2014, in a poll conducted by SmartTravelAsia.com. The independent, highly-coveted award is determined by votes from the online magazine's readers, who are largely based in Asia and take on average over 12 flights per year.

It is HK Express' first year of being eligible for nomination in the Budget Airline category, having completed their transformation to a low-cost carrier (LCC) in October 2013. As a new airline, the inclusion of HK Express in the top 10 of all budget airlines in Asia is a testament to the airline's commitment to excellent customer service, safety, and on-time performance, as well as affordable fares.

"We've been a low-cost airline for less than a year, which makes me even prouder of what we've achieved in that short space of time," said Andrew Cowen, HK Express' Deputy CEO, "The fact that readers of SmartTravelAsia.com have recognized our outstanding performance in this poll shows that we are on track to being one of the most efficient, reliable and popular airlines in the region."

Adding to the airline's recent good news, HK Express has also been recognized by another industry authority: independent aviation and flight tracking website flightstats.com. Between 15 June and 15 August, 2014, flightstats.com found that HK Express achieved an on-time performance (OTP) average of 84%. Among all Hong Kong-based airlines, HK Express recorded the best OTP for the past three months. OTP is measured by calculating the proportion of flights that depart within 15 minutes of their scheduled departure time.

In addition to the outstanding performance in the SmartTravelAsia.com awards and flightstats.com OTP tracking, HK Express has also released internal surveys showing strong customer satisfaction with the airline's in-flight experience. With over 3600 Guests polled onboard between May and August this year, the survey is a compelling indication of the general level of comfort and happiness Guests enjoy while flying with HK Express. Among the key findings were:

- Over 90% of Guests reported being 'Satisfied' or 'Very Satisfied' with in-flight service
- Nearly 97% of Guests reported being 'Satisfied' or 'Very Satisfied' with the friendliness, warmth and attentiveness of cabin crew
- Nearly 50% of Guests said that the quality of food served was 'Better' or 'Much Better' than other budget carriers.
- 94% of Guests felt that the comfort of the seats and legroom was on-par or better than other budget carriers.

"This feedback is invaluable to us; not only because it reminds us that we are heading in the right direction, but it also indicates where we can strive to improve," said Cowen.



*Above: Luke Lovegrove, HK Express' Commercial Director representing the company received the award from SmartTravelAsia.com.*



*Above: HK Express' new aircraft, featuring its distinctive purple, red and white livery, takes flight in Hong Kong. HK Express has committed to naming five of their aircraft under a 'Dim Sum' theme, with Haa Gaau and Siu Maai recently launched.*

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

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### **About HK Express:**

HK Express is Hong Kong's one-and-only dedicated low-fare airline. By focusing on low fares, safety and best-in-class on-time reliability, HK Express is revolutionizing air travel in Hong Kong and Asia. Currently HK Express services 15 popular destinations throughout Asia, with a commitment to opening more exciting routes in the immediate future, including Nagoya in Japan (commences 18 September, 2014), Zhengzhou in China (commences 26 September, 2014) and Quanzhou in China (commences 14 October, 2014). HK Express offers efficient, practical and borderless air travel, bringing the spirit of low fare travel to everyone in Hong Kong.

新聞稿

## HK Express 獲選亞洲最佳低成本航空公司之一 在 SmartTravelAsia.com 網站的最佳航空公司評選中榮獲佳績

(香港 2014 年 8 月 28 日) 本地唯一一家建基於香港的低成本航空公司 HK Express 在 2014 年亞洲最佳低成本航空公司評選中名列 10 名以內的佳績。作為航空業一項極具影響力的獎項，該評選由著名的線上旅遊雜誌 SmartTravelAsia.com 主辦，根據雜誌讀者調查結果評選出亞洲最佳低成本航空公司。參與評選的讀者一般都來自亞洲，並且每年平均乘坐飛機旅行次數超過 12 次。

HK Express 於 2013 年 10 月成功轉型為低成本航空公司，今年首次在低成本航空類評選中獲得提名資格。作為廉航業的後起之秀，HK Express 首次參選即能躋身最佳低成本航空公司前 10 名，無疑是對其在客戶服務、飛行安全、航班准點率和優惠票價等方面的最佳褒獎。

「HK Express 是一家成立不到一年的低成本航空公司，能在如此短的時間內摘取這一殊榮，讓我們感到自豪。」HK Express 行政副總裁 Andrew Cowen 表示：「在此次評選中，我們的卓越表現獲得了 SmartTravelAsia.com 讀者的認可，這也再次證明 HK Express 正朝著成為亞洲地區最高效、最可靠和最受歡迎的航空公司之一的目標穩步前進。」

除此之外，HK Express 近期還獲得另一行業權威——獨立飛行資訊網站 flightstats.com 的認可。據 flightstats.com 統計，在 2014 年 6 月 15 日至 8 月 15 日期間，HK Express 由香港出發的航班平均準點率(OTP)高達 84%，在所有以香港為基地的航空公司中名列榜首。(註：準時率(OTP)以航班可以於公佈時間 15 分鐘內起飛的比率計算。)

除了 SmartTravelAsia.com 獎項和 flightstats.com 準時率的出色表現，HK Express 近期還發佈了內部調查報告，結果顯示旅客對 HK Express 的機艙服務十分滿意。本次調查針對今年 5-8 月期間，搭乘 HK Express 航班的 3600 多名旅客進行了舒適度和乘坐體驗方面的隨機調查，主要結果如下：

- 超過 90% 的旅客表示對機艙服務感到「滿意」或「非常滿意」；
- 近 97% 的旅客表示對機艙服務員的友善、熱情和體貼程度感到「滿意」或「非常滿意」；
- 近 50% 的旅客表示機艙餐飲品質比其他廉價航空公司「好」或「好很多」；

- 94%的旅客認為飛機座椅和腿部空間的舒適性與其他廉價航空公司相似或更好。

Cowen 表示：「我們十分重視此類結果，它不僅表明了 HK Express 正朝著既定目標邁進，同時也為我們指出了未來的努力方向，讓我們的服務更加精益求精。」



上圖：HK Express 以“點心”為主題命名 5 架航機，其中“蝦餃”和“燒賣”已於近期推出。



上圖：HK Express 商務總監 Luke Lovegrove 代表公司接受線上旅遊雜誌 SmartTravelAsia.com 的獎項

瞭解更多資訊，可瀏覽HK Express網頁[www.hkexpress.com](http://www.hkexpress.com)、登入HK Express 新浪微博專頁 [www.weibo.com/hkexpress](http://www.weibo.com/hkexpress)、Facebook 專頁[www.facebook.com/HKExpress](http://www.facebook.com/HKExpress)、關注HK Express微信公眾帳號或Instagram帳號@HK\_Express。



## 關於 HK Express

HK Express 是唯一一家建基於香港的低成本航空公司。憑藉相宜的票價、穩定的安全性和業內領先的准點率，HK Express 的出現為香港及亞洲地區的航空市場帶來全新氣象。目前，HK Express 航空的航點覆蓋亞洲 15 個的熱門旅行目的地，並計劃在不久的將來開闢更多新航點，包括日本名古屋(將於 2014 年 9 月 18 日正式開通)，中國鄭州(將於 2014 年 9 月 26 日正式開通)，以及中國泉州(將於 2014 年 10 月 14 日正式開通)。HK Express 致力於為每一位旅客提供舒適便捷的航班服務，擴大廉遊亞洲的版圖。