



Immediate Release

HK Express Flies 1 million Guests to Japan! The low-fare airline sees insatiable appetite for Hong Kong-Japan Routes

Hong Kong, 25 November 2015 HK Express is celebrating some big news – the low-fare airline flew its 1 millionth Guest on its Japanese routes today. To commemorate this milestone, the airline offered a few surprises for the lucky Guest on his flight to Nagoya.

The excitement kicked off at Hong Kong International Airport, where Luke Lovegrove, Commercial Director of HK Express, and Mr. Hiroshi Yamada, Executive Director of the Japan National Tourism Organization, greeted Guests at the airline's new and expanded check-in area. The convenient location, in Aisle P of Terminal 2, transformed into a full-on celebration, with playful props and commemorative photo opportunities.

The big reveal occurred when the 1 millionth Guest checked in for his flight to Nagoya. The HK Express team presented the lucky Guest, Mr. Shintaro Morishige, with two round-trip tickets to use on any HK Express flights.

"I felt like I won the lottery!" exclaimed Mr Shintaro Morishige, who lives in Japan. "I've been a huge fan of HK Express since the airline started operating flights between Hong Kong and Japan. I can't wait to use my free flights to come back to Hong Kong and explore more of this amazing city."

To spread the joy to all HK Express fans, the low-fare airline is offering an additional 10% off for all Japan routes using the promo code "**HKGTOJP**". Guests can book from today until 1 December 2015 through HK Express website to enjoy this offer. The travel period is flexible too, running from 9 January to 22 March 2016.

HK Express has seen an enthusiastic response to its growing list of Japan flights since launching its first link, Tokyo-Haneda, two years ago. Likewise, flights to Hong Kong from Japan have also been overwhelmingly popular as the city draws travellers interested in the local culture, Cantonese food, eclectic shopping and beautiful scenery.

"Congratulations to HK Express for reaching the milestone of flying 1 million Guests on its Hong Kong-Japan routes!" said Yamada. "Japan also welcomed more than 1 million Hong Kong visitors this year for the first time. We would like to express our sincere gratitude to HK Express for its contribution of the second highest number of seats. JNTO will continually promote more and more destinations in Japan that are not well



known among Hong Kong people, and sincerely hope that HK Express will expand its network and increase more flight services enabling more people from Hong Kong and the region to travel to Japan for explorations.”

“It’s a huge achievement to have flown 1 million Guests to and from Japan, and we want to take this opportunity to thank our loyal Guests,” said Luke Lovegrove. “It comes as no surprise that these flights are so popular. With our low fares, No.1 on-time performance and high frequency of service, people are voting with their feet!”

Over the past two years, the low-fare airline has recognised the overwhelming demand for travel to and from Japan and has responded by ramping up its routes and services. To date, HK Express operates six routes to Japan, including Tokyo-Haneda, Tokyo-Narita, Osaka, Fukuoka, Nagoya and recently added Hiroshima.

HK Express’ efforts to ensure affordable flights have proven successful across the region, including Japan where HK Express fares are 60% lower than full-service airlines and remain continuously competitive with other LCCs flying to and from Japan.

This autumn has brought plenty of excitement for the low-fare airline so far: in October alone, the airline flew its 3 millionth Guests as well as celebrated its 2nd anniversary.

For reservations or information, please visit www.hkexpress.com, follow us on Facebook fan page: www.facebook.com/HKExpress, SinaWeibo: 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: Mr. Shintaro Morishige (the 3rd left) was awarded two free round-trip tickets to any HK Express routes.



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 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 (commence 17 February 2016) and Mandalay (commence 21 February 2016) in Myanmar, 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.