

Hello Hiroshima!

HK Express Celebrates the New Route with Special Launch Fares

Hong Kong, 27 October 2015 HK Express is excited to announce its inaugural Hong Kong-Hiroshima flight today (27 October 2015), right alongside some excellent launch deals. A historic and vibrant city, Hiroshima will be the 6th Japanese destination in the low-fare airline's network, joining the likes of Tokyo (Haneda & Narita), Osaka, Nagoya and Fukuoka. The special debut of the cabin crew's sleek new uniforms will make this new route extra exciting.

The new destination marks yet another milestone for the brand, which is the only low-fare airline that serves direct flights to Hiroshima. To ring in the momentous occasion, HK Express is offering amazing one-way Hong Kong-Hiroshima tickets starting from HKD280*. Guests booking between 27 October and 2 November can take advantage of flexible travel dates anytime from 27 October to 31 January 2016.

"We are delighted to be the only low-fare airline serving this essential Japanese destination. Hiroshima is a beautiful city with loads of history, and we are confident that it will quickly become one of our top routes," said Sherman Luk, HK Express General Manager, Asia Pacific. "We hope these celebratory rates will enable our Guests to enjoy a taste of Hiroshima and introduce more travellers to the HK Express brand."

To ring in the new route, HK Express' cabin crew showcased their brand new uniforms for the first time on the inaugural Hiroshima flight. The gorgeous purple and silver looks are dynamic, approachable and energetic — just like the airline itself.

A peaceful city not too far from Kyoto and Osaka, Hiroshima is the perfect destination for history and food-loving travellers. Visitors enjoy several notable experiences, including the enchanting cherry blossom season, Hiroshima castle, idyllic Miyajima Island, and the poignant Hiroshima Peace Memorial

Park that commemorates the atomic bomb tragedies of WWII. This scenic area was previously somewhat tricky to reach, but the new HK Express flights will act as a gateway to this enchanting part of Japan's Honshu Island.

Hong Kong (HKG) <=> Hiroshima (HIJ) (local times)				
Flight	Route	Depart	Arrive	Frequency
UO800	Hong Kong (HKG) > Hiroshima (HIJ)	14:00	18:10	Tuesdays, Saturdays
UO801	Hiroshima (HIJ) > Hong Kong (HKG)	18:55	21:55	Tuesdays, Saturdays

* Prices do not include taxes, fuel surcharges and other government imposed taxes and fees. Terms and conditions apply.



Above: HK Express is excited to announce its inaugural Hong Kong-Hiroshima flight today alongside some excellent launch deals.

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.

About HK Express

Independent flight statistic monitoring website flightstats.com has already recognised 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 18 of the most popular destinations in Asia, including the newly-launched routes to Hiroshima in Japan. It is expected to launch Yangon and Mandalay in Myanmar and Luang Prabang in Laos in early 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.

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