



For Immediate Release

**One Hot Ticket!
HK Express Launches New Route to Kagoshima and HKD488* Fares**

Hong Kong, 11 July 2016 As if new routes to Ishigaki and Takamatsu weren't exciting enough, Hong Kong's low-fare airline HK Express announced today that the airline has launched another route to Japan — this time to Kagoshima. The inaugural flight took off from Hong Kong International Airport this morning heading to the sunny city in southern Japan.

Upon arriving at Kagoshima Airport, several representatives were on hand to celebrate. As part of the welcoming ceremony, Senior Managing Director Hironobu Shirahashi of Kagoshima Prefecture Visitors Bureau presented HK Express Commercial Director Luke Lovegrove with a colourful bouquet of flowers. To their delight, Guests taking off on the first flight were showered with souvenirs and surprise gift bags.

The excitement continues back in Hong Kong, where travellers can enjoy special one-way fares to Kagoshima starting from HKD488*. Guests can enjoy this celebratory offer by booking their seats via the airline's official website on or before 18 July 2016. As part of this great deal, they can choose to travel anytime from now through 25 March 2017.

Previously, flights between Hong Kong and Kagoshima have been limited, so access to the city has historically been difficult and expensive to get to. But with the convenience of the new HK Express flights 4 times a week, Hongkongers can finally see the southern city's majestic Sakurajima volcano, explore picturesque hiking trails and relax in Sengan-en garden.

Better yet, Kagoshima is a great jumping off point to experience more of Japan. The city is the last stop on the JR Kyushu Rail network so travellers can easily access Kyushu Island's diverse landscapes, up-and-coming cities, and inviting onsen baths at seaside towns like Beppu. To make the journey extra easy and convenient, HK Express has also enhanced the exclusive in-flight JR Kyushu Rail Pass categories. Besides the existing 3-day and 5-day discounted passes covering the Northern Kyushu and All Kyushu options, Guests can also purchase the newly-added 3-day pass to explore the Southern Kyushu part from now on.

"We have been impressed with bookings on this new service which have so far exceeded our expectations," said Luke Lovegrove, Commercial Director of HK Express. "We are seeing a lot of passengers opting to use our multi-city function where guests combine their Kagoshima flight with our Fukuoka services. This is great for people wishing to explore Kyushu in more depth."

hkexpress.com

Hong Kong (HKG) <=> Kagoshima (KOJ) (local times)				
Flight	Route	Depart	Arrive	Frequency
UO3814	Hong Kong (HKG) > Kagoshima (KOJ)	07:10	11:05	Mondays
		15:35	19:40	Wednesdays
		10:50	14:55	Fridays
		13:30	17:35	Saturdays
UO3821	Kagoshima (KOJ) > Hong Kong (HKG)	11:50	14:00	Mondays
		20:25	22:35	Wednesdays
		17:50	20:00	Fridays
		18:20	20:35	Saturdays

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



Photo Caption: HK Express Commercial Director Luke Lovegrove announced the inaugural fare at the Kagoshima Airport.



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.

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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, as well as a recognition of one of the world’s 10 safest low-fare airlines from airlineratings.com, an independent, industry-respected research group. HK Express flies to 24 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar commencing in second half 2016, 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 4 million Guests – a major achievement that attests to the popularity of the airline. HK Express is also one of the founder airlines of the world’s first LCC alliance, U-FLY Alliance.