



Immediate Release

HK Express Introduces Safer Way to Travel The Low-Fare Airline Announces Partnership with Cover-More Travel Insurance

Hong Kong, 12 August 2016 Hong Kong's low-fare airline is delighted to announce its partnership with Cover-More Travel Insurance to launch the new HK Express Travel Protection Plan. Comprehensive travel insurance is now just one click away, thanks to a convenient add-on option within the airline's online booking path.

Travel can bring all kinds of surprises — new friends, great dinners, memorable experiences — but sometimes unforeseen circumstances can be not so pleasant. Unfortunately, the unexpected can happen, and travel insurance is the only sure-fire way to ensure that your healthcare is covered in the case of an emergency.

Underwritten by Zurich Insurance Company Ltd and powered by Cover-More, the HK Express Travel Protection Plan offers cover for emergency healthcare, lost or stolen baggage, additional expenses — and much more. "By partnering with Cover-More to launch our HK Express Travel Protection Plan, we've provided an easy and cost-effective way for our Guests to have peace of mind," said Luke Lovegrove, Commercial Director of HK Express. "We want our Guests to relax and unwind on their holidays, not worry about how they'll cover unexpected health emergencies or unintended changes to their plans."

Because travel insurance is so important, the low-fare airline has incorporated an opportunity to purchase its HK Express Travel Protection Plan into the online booking path. Located right before check-out, the easy add-on option automatically calculates insurance cost based on the destination and duration of the trip.

The HK Express Travel Protection Plan offers comprehensive protection for Guests, including 24-hour emergency assistance worldwide, medical coverage up to HKD500,000, personal accidents benefit up to HKD300,000, lost baggage and document coverage, and protection against delayed bags or trip cancellations.

Zurich Insurance Hong Kong's CEO of General Insurance, Eric Hui, is delighted of the company's involvement in the new partnership, sharing "As the market leader of Hong Kong's travel insurance, we are happy that our dedicated team of professionals will share our innovative and comprehensive products and superior claims services, and be a part of delivering support when it matters most to HK Express' customers, while working hand in hand with Cover-More."

Cover-More's CEO of Global Direct, Carole Tokody, said the new partnership with HK Express is an exciting next step in Cover-More's global expansion.

"Cover-More is Australia's leading travel insurance provider and, since our company's creation in Sydney in 1986, we have expanded into China, India, the United States, the United Kingdom, Singapore, Malaysia and New Zealand."



“We have brought our proprietary online customisation platform, IMPULSE, to our new partnership with HK Express which means that the airline’s Guests will benefit by being offered travel insurance and assistance products that are customised for their needs and where they are travelling.”

In additional exciting news, HK Express has named Cover-More the first partner of its reward-U loyalty programme. Travellers who purchase the HK Express Travel Protection Plan through the low-fare airline’s online booking platform will earn 10 reward-U points for every HKD1 spent.

The airline’s new reward-U programme is a great way to make your wanderlust work overtime. The loyalty programme is as clear-cut as they come, with an easy conversion rate — every HKD1 spent equals 10 reward points — and hassle-free, any seat redemption.

Guests can use their points to book flights or services, without worrying about blackout dates or hard-to-redeem seats. What’s more, the programme is incredibly family-friendly, enabling members to earn points as a group or transfer points to a loved one.

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 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 25 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar and Chiang Rai in Thailand 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 5 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.