



**For Immediate Release**

**Get in Bed with HK Express!**

**HK Express Launches U-FLY Holidays Program with HKD0\* Flights to Yangon!**

**Hong Kong, 15 August 2016**

HK Express knows what travellers really want: a one-stop holiday shop! The low-fare airline is thrilled to introduce a real game-changer: U-FLY Holidays, a comprehensive platform enabling Guests to package their own adventures with bundled flights, hotels, tours, transfers and more.

Travellers no longer need to open a dozen or more internet browser tabs to check the best hotel rates and flight times or feel overwhelmed by too many options and complicated alternatives. U-FLY Holidays' bundled hotel and flight deals offer convenience and efficiency — as well as excellent savings!

What could make this launch even more exciting? Amazing deals! HK Express doesn't disappoint when it comes to great promotions. The low-fare airline will be rolling out various destinations for three consecutive weeks starting from today to celebrate the launch of U-FLY Holidays, kicking off with Southeast Asian routes.

Even better, the low-fare airline is offering HKD0\* airfare when Guests book a package (flight + hotel) with U-FLY Holidays to Yangon, Myanmar. The promotion runs from 15 August (00:00) to 21 August (23:59) and is available for travel in September and October.

"Affordable and accessible travel is the cornerstone of HK Express, and we hope that we can further provide excellent savings to our loyal Guests through our new website" said Andrew Cowen, Director and CEO of HK Express and CEO of the U-FLY Alliance. "Over the next 12 months we will continue to develop U-FLY Holidays including launching into new markets and welcoming additional content ranging from airlines to accommodation and activities making U-FLY Holidays a strong, competitive force in the online travel space."

U-FLY Holidays launches this week with packages (flights + hotels) to all of HK Express' South-East Asia destinations. In the coming two weeks, new HK Express destinations will be added with amazing offers. For hotel-only deals, the U-FLY Holidays website is already selling amazing deals to cities across the globe! Even in off-the-beaten track destinations such as Takamatsu and Chiang Rai, there are dozens of hotel options to choose from.

Once Guests decide where to go, the next step is what to do. Luckily, U-FLY Holidays has excursions covered too, with hundreds of tours available to book in advance. Travellers can also opt to add on a few handy services such as car rental, travel insurance, transfers, and SIM cards. All of these features will be available soon.

Stay tuned for more upcoming promotions to celebrate the launch. U-FLY Holidays will be unveiling amazing package deals for the next three weeks. To learn more, visit the website at [www.uflyholidays.com](http://www.uflyholidays.com).

*\* The offer is not applicable to surcharges and other government imposed taxes and fees and is subject to availability. Terms and conditions apply.*



Photo caption: HK Express Director and CEO, Andrew Cowen gets in bed with travel lovers with the launch of U-FLY Holidays.

### **About U-FLY Holidays**

U-FLY Package Holidays Limited holds an approved travel agent license (number: 354123) and is regulated by the Travel Agents Registry and Travel Industry Council of Hong Kong. With a mission to offer the most affordable and convenient vacation-booking experience, U-FLY Holidays provides an easy-to-use platform where travellers can reserve flights, hotels, car rentals, tours, SIM cards and more. The one-stop-online shop covers an extensive selection of hotels across the region, currently featuring over 500,000 hotels in 21,000 cities and counting. When booking bundled trips on U-FLY Holidays, travellers also enjoy easy access to competitive flight fares with HK Express. The low-fare airline boasts routes to 26 hot destinations such as Phuket, Da Nang, Tokyo, Chiang Mai, Yangon, and many more to come in the future. An incredible tool that streamlines travel planning, U-FLY Holidays aims to make Guests' next journey unforgettable.