



Immediate Release

HK Express Launches First Nonstop Flights between Hong Kong and Chiang Rai

Hong Kong, 25 November 2016 Just in time for the holiday season, HK Express has an early gift for both Thai and Hong Kong fans! The low-fare airline is introducing the only nonstop service between Hong Kong and Chiang Rai, Thailand. Launching on 25 November 2016 (today), the new route took off with celebrations at both ends of the journey.

At Hong Kong International Airport, HK Express Commercial Director Luke Lovegrove met with Guests at the boarding gate to welcome them aboard the first flight. When the inaugural flight landed at Chiang Rai International Airport, a warm Thai welcome and delightful souvenirs were on hand to greet all the inaugural flight Guests.

“HK Express is thrilled to launch this exciting new route to Chiang Rai, Hong Kong’s first ever nonstop service,” said Luke Lovegrove, Commercial Director of HK Express. “We are always looking at destinations that appeal to our customer base and Chiang Rai is suitable on many levels.”

“We are very pleased to witness the inaugural scheduled service by HK Express between Hong Kong and Chiang Rai, the northernmost large city and also a secluded city of beauty and serenity. We have confidence Chiang Rai will become one of the most popular Thai destinations for Hong Kong tourists and this new direct flight service will be significant in securing a strong foothold in between Hong Kong and Thai tourism.” said Ms. Sarima Chindamat, Director, Tourism Authority of Thailand, Hong Kong.

Located in northern Thailand, Chiang Rai draws a following for its majestic mountains, elaborate Buddhist temples, and historic vestiges of the Lanna Kingdom. The most memorable photo opportunity is the striking Wat Rong Khun ‘white temple’ — it’s like nothing else on earth.

Near the border of Laos and Myanmar, the city is also a strategic starting point for those who wish to explore more of northern Thailand, Laos, Myanmar, and the nearby Golden Triangle. Many travellers simply make the pilgrimage to taste-test Chiang Rai’s excellent street food and unique Lanna flavours.

Before HK Express launched the first nonstop flight between Hong Kong and Chiang Rai, travellers would have to fly through Bangkok or take a long bus journey from Chiang Mai. The trip is now quick and painless — direct from Hong Kong.

To celebrate the launch, Guests will be treated to a very special introductory offer, with one-way fares starting from HKD248*. On sale through 25 December 2016, fares are applicable to any trips taking off from now until 13 July 2017.

Stay tuned for new route launches — including Hualien in Taiwan (commencing 6 December 2016), Guam (commencing 15 December 2016) and Saipan (commencing 17 Jan 2017).

Hong Kong (HKG) <> Chiang Rai (CEI) (local times)				
Flight	Route	Depart	Arrive	Frequency
UO3750	Hong Kong (HKG) > Chiang Rai (CEI)	13:45	15:50	Mondays
		14:30	16:30	Fridays
UO3751	Chiang Rai (CEI) > Hong Kong (HKG)	16:35	20:05	Mondays
		17:05	20:35	Fridays

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



Photo caption: HK Express Commercial Director Luke Lovegrove and Guests pose for pictures before boarding the inaugural flight from Hong Kong to Chiang Rai at the Hong Kong International Airport



Photo caption: HK Express Commercial Group and Guests pose for pictures before boarding the inaugural flight from Hong Kong to Chiang Rai at the Hong Kong International 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 25 of the most popular destinations in Asia. Besides Hualien in Taiwan (6 December 2016), it is also expected to launch Guam (15 December 2016) and Saipan (17 January 2017). With its fast growing fleet and enticing number of destinations, HK Express has flown 6 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 (www.uflyalliance.com), a partner member of reward-U (www.reward-u.com) as well as U-FLY Holidays (www.uflyholidays.com).