



For Immediate Release

HK Express' Inaugural Flights Launched as Hong Kong's First and Only Low-Fare Airline

Important Milestone in HK's Aviation History Marked by Celebration for Guests and Media

Hong Kong, 27 October, 2013 – Sunday 27 October, 2013 marked a momentous occasion in Hong Kong's aviation history as HK Express took off on its first flights as Hong Kong's one-and-only low-fare airline to five amazing locations, Chiang Mai and Phuket in Thailand, Kota Kinabalu in Malaysia, Kunming in China, and Taichung in Taiwan.

Excitement has been building amongst the people of Hong Kong for a while now, with over 100,000 bookings already confirmed, and plans for HK Express' growth and expansion already in place. To extend its gratitude to the people of Hong Kong for their overwhelming support and to commemorate this historic day, HK Express organized festivities at Terminal 2, their new home, to celebrate the occasion.

As a thank-you to its Guests, traditional and tasty Hong Kong treats, including Ding Ding Sweets and Malt Cookies, were handed out. Each Guest was also given the chance to pose for an instant photograph with the Captains and cabin crew of the airline, before walking away with their own photo and bespoke photo frame.

The amazing public reaction to the launch of Hong Kong's one-and-only low-fare airline has prompted HK Express to announce its strategy for expansion even earlier than anticipated. With over 100,000 bookings already under its belt, HK Express will increase their fleet by six Airbus A320 aircraft in 2014. This will increase their total number of aircraft to 11, more than doubling their current capacity and meaning that they will be capable of flying an extra 8,000 guests every day to different destinations in Asia.

With eight exotic destinations already confirmed, HK Express will announce yet more routes very soon, opening the region up even further for the people of Hong Kong. Of the current routes, those to Japan have so far proven to be most popular, going to show that HK Express provides its Guests with what they want at amazing prices.



To match the tremendous demand, HK Express has also upped the ante in terms of recruitment and has been hiring, on average, one new member of staff every two days. This, combined with the target to recruit 300 new cabin crew by the end of 2015 with 95% of new staff being local Hong Kong citizens, demonstrates HK Express' ongoing commitment to the local community.

Deputy CEO of HK Express, Mr. Andrew Cowen, who came along to personally meet and thank the Guests said, "We are so excited that HK Express' has finally taken off on its inaugural flight! We must give a huge thank you to the people of Hong Kong because without them this could never have happened. Hong Kong has already proven that it has long been waiting for its own low cost carrier. HK Express makes travel around Asia easier and more affordable which is perfect for visiting family or whisking loved ones away. Thank you for your support and Bon Voyage!"

1. Happy staff and Guests checking-in
2. Andrew Cowen greeting the Guests and media
3. Instant photography sessions
4. Complimentary Ding Ding Sweets and Malt Cookies

About HK Express

HK Express commenced flights on 27 October, 2013 from its home in Hong Kong, as Hong Kong's only low-fare airline. It has already confirmed routes to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang in Malaysia, and Tokyo-Haneda and Osaka Kansai in Japan.

For more information please visit www.hkexpress.com

即時發佈

HK Express 正式登陸香港 為本地航空界開創新里程 與旅客共賀首航日 慶祝活動充滿香港特色

(香港·2013年10月27日) 2013年10月27日將是香港航空史重要的日子，全港唯一一間以香港為家的低成本航空公司 **HK Express** 今日正式啟航，為香港市民提供多個外出旅遊的新選擇，為航空史上寫下重要的里程碑。今日，**HK Express** 將會由香港往返 5 大亞洲航點包括：清邁(泰國)、布吉(泰國)、亞庇(馬來西亞)、昆明(中國)，以及台中(台灣)。

HK Express 早前已為香港人帶來一連串驚喜，至今出售超過 100,000 張機票，並積極為未來發展作好準備、整裝待發。為答謝旅客對 **HK Express** 的狂熱支持及記下啟航的重要時刻，**HK Express** 特別舉行首航慶祝活動，把位於香港國際機場二號客運大樓的專屬登記櫃台特別粉飾一番，恭迎旅客分享喜悅。

為充分展現 **HK Express** 以香港為家，大會更安排了富有本地傳統特色小食—噹噹糖及麥芽夾餅送給每位旅客，盡情細味香港本土情懷。同時，更特別安排即影即有服務，為每位旅客記下 **HK Express** 這個值得記念的一刻。

面對市民的熱烈迴響，**HK Express** 作為香港唯一一間以本地為家的航空公司，決定提早向外公布未來發展藍圖，以回報旅客支持。**HK Express** 將會增購 6 架全新 A320 客機，並於 2014 年投入服務。屆時，**HK Express** 機隊數目將增至 11 架航機，每日載客量將額外增加 8,000 人次，承載更多旅客探索亞洲各大城市。

此外，除了現時的 8 個旅遊熱點，**HK Express** 亦計劃相繼公佈更多航點，把旅遊角度無限伸延，擴大平遊版圖。直至現時，日本是最受大家歡迎的航點，可見 **HK Express** 優惠價格的非凡威力。為滿足市場對服務的需求，**HK Express** 將繼續拓展團隊，務求為顧客帶來更優質的服務，並為本地創造更多就業機會，平均每 2 天便有一位新同事加入。預期於 2015 年年底，機組成員將額外增加 300 人，當中更有超過 95% 為香港人，為本地航空業界作出貢獻。

HK Express 副行政總裁 Andrew Cowen 表示：「全賴全港市民一直對我們的支持，HK Express 終於來到啟航的大日子，實在令人振奮。香港市民已用行動證明他們對低成本航空公司的狂熱需求，HK Express 將會讓以相宜價錢遊歷亞洲各地變得更輕而易舉，大家可隨時出走到外地探親或與至愛出遊散心。多謝各位對 HK Express 的支持。」

有關 HK Express

HK Express於2013年10月27日啟航，正式成為本地唯一以香港為家的低成本航空公司，現時航點包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、檳城(馬來西亞)、亞庇(馬來西亞)、東京-羽田(日本)，以及大阪-關西(日本)。