



For Immediate Release

***Fukuoka Four Day Sale! Amazing Low-Fares Available for Both Japanese
and Hong Kong Guests at hkexpress.com
Enjoy a Spring Adventure in Fukuoka, or Make Your Way to Hong Kong***

Hong Kong, 12 March 2014 – HK Express announced today that Hongkongers can now fly to Japan's "Hidden Gem", Fukuoka, at super low-fare prices. Japanese Guests will also be able to enjoy a similar affordable fare to travel from Fukuoka to Hong Kong.

From 12 March, 2014 at 00.00am, until 16 March, 2014 at 11.59pm, tickets to both Fukuoka and Hong Kong will go on sale at hkexpress.com. Hong Kong Guests can nab one-way fares to Fukuoka for \$380 HKD on hkexpress.com, or through travel agents and HK Express' Call Centre for \$600 HKD. Japanese Guests may purchase flights to Hong Kong for ¥6800 JPY from hkexpress.com, or through travel agents and HK Express' Call Centre for ¥9800 JPY.

Japanese-speaking call centre staff members are available from 9.00am – 9.00pm, Monday to Sunday. English and Chinese-speaking call centre staff members are available 24 hours a day, every day of the year. Guests must travel between 10 April, 2014 and 10 May, 2014. There are over 800 seats available and the fare price does not include government-imposed taxes and other charges.

Famed for its glorious Sakura cherry blossoms, serene green parks and tantalizing culinary culture, the city of Fukuoka is an emerging hotspot on the Asia explorer's "must-see" destination list.

Visitors to Fukuoka are drawn to its wonderful natural beauty, with many scheduling a short ferry ride to Nokonoshima Island, just off the coast of the thriving metropolis. The stunning coastal views, crystal clear waters and blooming wildflowers are enough to assist any Hongkonger in their quest to relax and recharge. Those who wish to stay in the city can also enjoy a brush with nature at the pretty, flower-filled oasis of Ohori Park.

Fukuoka is also renowned as a gourmet's paradise. Fukuoka's speciality dish is a mouth watering pork bone broth ramen known as "Hakata Ramen". This bowl of goodness draws huge crowds to the famous yatai (outdoor market stalls).

"Fukuoka is wonderful because it is slightly off the beaten path – many people visit Japan and aren't even aware this breathtaking haven of food, fun and culture exists! It truly is an authentic slice of Japanese culture," said Mr. Andrew Cowen, Deputy CEO of HK Express, "We also want to extend our welcome to Japanese Guests considering a trip to Hong Kong. We believe that our home is one of the most exciting, dynamic destinations in the world."

Sales Period:

Tickets will be on sale on/after 12 March, 2014 (00:00) until 16 March, 2014 (23:59).

Travel Period:

The travel period for this promotion begins on 10 April, 2014 and ends on 10 May, 2014.

Route	One-Way Price*	For Travel Between
Hong Kong > Fukuoka (book through hkexpress.com)	\$380 HKD	10 April 2014 and 10 May 2014
Hong Kong > Fukuoka (book through HK Express Call Centre/travel agent)	\$600 HKD	10 April 2014 and 10 May 2014
Fukuoka > Hong Kong (book through hkexpress.com)	¥6800 JPY	10 April 2014 and 10 May 2014
Fukuoka > Hong Kong (book through HK Express Call Centre/travel agent)	¥9800 JPY	10 April 2014 and 10 May 2014

*Prices do not include government imposed taxes and other charges



About HK Express:

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong's only low-fare airline. HK Express flies to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang in Malaysia, Tokyo-Haneda, Osaka Kansai and now, Fukuoka (commences 10 April, 2014) in Japan and Seoul-Incheon in Korea (commences 30 March 2014).

For more information, please visit hkexpress.com, follow us on SinaWeibo: weibo.com/hkexpress or refer to our Facebook fan page: facebook.com/hkexpress

即時發佈

HK Express 首推 4 日期間限定福岡機票優惠！

單程低至\$380 飛往福岡享受春日美景

(香港·2014年3月12日) HK Express 今日宣佈為香港人推出超抵價機票飛往日本的滄海遺珠 — 福岡，而日本旅客亦同時可享特別機票優惠來往香港。由即日至2014年3月16日晚上11時59分，香港旅客即可透過 hkexpress.com 以震撼價港幣380元、或透過 HK Express 客戶服務熱線及旅行社以低至港幣600元訂購往福岡的單程機票。日本旅客則可透過 hkexpress.com 以低至日元¥6800，或透過 HK Express 客戶服務熱線及旅行社以低至日元¥9800購買福岡前往香港的單程機票。

HK Express 的客戶服務熱線現已支援日語服務，星期一至日上午9時至晚上9時為旅客服務。廣東話、國語及英語熱線服務則全年無休24小時為旅客服務。

福岡驚喜優惠詳情(銷售日期：2014年3月12日凌晨至3月16日晚上11時59分)：

航線	單程售價*	旅遊日期
香港 → 福岡 (透過 hkexpress.com 預訂)	港幣\$380	2014年4月10日至 2014年5月10日
香港 → 福岡 (透過 HK Express 熱線中心或 旅行社預訂)	港幣\$600	2014年4月10日至 2014年5月10日
福岡 → 香港	日元¥6800	2014年4月10日至

(透過 hkexpress.com 預訂)		2014 年 5 月 10 日
福岡 → 香港 (透過 HK Express 熱線中心或 旅行社預訂)	日元¥9800	2014 年 4 月 10 日至 2014 年 5 月 10 日

*優惠機票超過 800 張

*不包括香港及當地機場稅、燃油附加費及其他應付稅項

抬頭櫻花遍天，大自然綠野遍地，博多美食令人食指大動，福岡近年成為亞洲愛好者的必到城市之一。福岡大自然壯麗，不少旅客更專程乘坐渡輪至能古島一遊。島上迷人的海岸景色、清澈海水及全年盛開的野花，最適合平日身處繁忙都市的香港人渡過一個放鬆充電的悠閒假期。而愛熱鬧大都市的旅客亦可到大濠公園一覽佈滿鮮花的綠洲，欣賞百花爭艷的景色。福岡美食於亞洲聞名，當中著名的博多拉麵，由濃郁的豬骨湯底熬成，此神級拉麵更令福岡著名的室外市集大排長龍。

HK Express DCEO Andrew Cowen 表示：「福岡是一個別具地方色彩的旅遊地方，但因偏離了常規旅遊路線而被旅客忽略。福岡充滿濃厚地方文化及以各式美食聞名，絕對能為旅客帶來驚喜！與此同時，我們亦鼓勵日本人到香港旅遊，香港的活力定能為日本旅客送上難忘的旅行體驗。」

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)、首爾-仁川(韓國)(將於2014年3月30日正式啟航)、東京-羽田(日本)、大阪-關西(日本)，以及福岡(日本)(將於2014年4月10日正式啟航)。



如需更多資訊，可瀏覽HK Express網頁 hkexpress.com、登入HK Express 新浪微博專頁 weibo.com/hkexpress 或 Facebook 專頁 facebook.com/hkexpress。