



For Immediate Release

***HK Express Launches Hot New Routes to Phuket, Chiang Mai and Taichung***

***Three Exotic Destinations within Easy Reach of Hong Kong***

Hong Kong, 19 Aug, 2013 –Today the people of Hong Kong are one step closer to being able to fly to Asia’s hottest destinations for incredible prices. HK Express, the low-fare airline for the people of Hong Kong, announces today that from October it will operate new routes to some of Asia’s most exciting cities; Phuket and Chiang Mai in Thailand and Taichung in Taiwan.

Hong Kong’s very own low-fare carrier is particularly excited by the addition of Phuket to its growing network of “must visit” destinations, which already includes Kunming in Mainland China, Kota Kinabalu (Sabah) in Malaysia and Tokyo Haneda in Japan, which is all the more special as it was chosen by HK Express’ legion of Facebook fans.

Phuket is a holidaymaker’s paradise boasting something for everyone. From the relaxed charm of the south and the lengthy stretches of white sand in the north to the non-stop parties of the west, whoever you are or whatever you are looking for, you are bound to find it on Thailand’s largest island. Thanks to HK Express, opportunities to enjoy unrivalled golf courses, superb snorkelling and diving, exceptional Thai food and the ultimate in spa relaxation will soon be available for unbelievable prices, meaning that everything Phuket has to offer is well within reach of the people of Hong Kong.

HK Express is opening up another side of Thailand too, with very low fares to Chiang Mai. Located in the rolling foothills of the Himalayas in the north of Thailand, Chiang Mai is more laid back than many other Thai cities; a cosmopolitan and culturally rich centre where people can visit temples, trek through the lush jungle on the back of an elephant or get their adrenaline pumping with river rafting or mountain biking.

And as if that wasn’t enough, for those of you who want to explore the urban jungle, HK Express will also fly to Taichung in Taiwan. Taichung’s tagline is that it is an “economic, cultural and



international city” featuring stunning architecture, some of Taiwan’s best museums, a whole host of temples and bustling night markets to satisfy all your city break needs.

Deputy Chief Executive Officer Designate, Andrew Cowen said, “We are really thrilled to announce these new destinations. HK Express is all about opening up hot, new destinations to the people of Hong Kong, allowing everyone to explore the wonders of Asia for themselves; easily, conveniently, safely and at fares that everyone can take advantage of.”

HK Express will commence flights to these destinations at the end of October 2013, flying daily to Chiang Mai, and twice daily to Taichung and Phuket.

即時發佈

## **HK Express 再開通三大亞洲旅遊熱點 帶您平遊布吉、清邁、台中 平價旅遊熱 10 月一觸即發**

(香港·2013年8月19日) 低成本航空公司 **HK Express** 再度宣佈新增三大亞洲熱門新航點—布吉(泰國)、清邁(泰國)、台中(台灣)，將香港人的平遊版圖繼續擴大。連同早前一公布即成全城熱話的航點東京(羽田)、昆明(中國)及亞庇(馬來西亞)，**HK Express** 將陪伴香港人走過更多平遊大地，一股平價旅遊熱正在無限升溫，並於 10 月 **HK Express** 啓航之日一觸即發！

布吉是泰國境內最大的島嶼，感受陽光海灘、遠離都市煩囂，是香港人最愛的渡假聖地之一。搭乘 **HK Express** 到布吉，讓您把更多機票錢省下來，住進頂級 **resort** 奢華享受水療按摩，放鬆身心，漫步當地綿白幼滑的沙灘、親身體驗浮潛樂趣。為照顧鍾情泰國地理歷史文化的您，**HK Express** 亦將會推出航班前往清邁，以驚喜價讓您親身感受宏偉的文化建築物、拜訪多個歷史悠久的佛寺外，更能嘗試騎著大象穿梭叢林。

此外，**HK Express** 新開的台中航線，最適合喜歡探索大自然及欣賞生態濕地的您！屆時，每日將會有兩班往返台中的航機，方便你隨時直飛當地欣賞自然景觀，品味富有特色及多樣化的休閒空間。當機票價格不再是負擔，香港人隨時可在繁重生活壓力中，於任何周末即飛減壓。

**HK Express** 副行政總裁 **Andrew Cowen** 表示：「我們非常高興正式新增三個直航航線，相信 **HK Express** 加推的航點能讓香港人享受一個方便快捷、安全舒適及價錢合理的旅程，體驗亞洲地區的非凡魅力。」**HK Express** 來往香港—布吉、清邁及台中之航線將於 10 月底啓航，屆時每天將會有一班航機前往清邁、兩班航機前往布吉及台中，零負擔的機票價格，**HK Express** 將正式把旅遊化成每個人日常生活的一部份。

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