



**For Immediate Release**

**Switch Your Watch to Island Time!  
HK Express Launches Only Direct Route between Hong Kong and Ishigaki**

**Hong Kong, 16 June 2016** Industry leader HK Express has collected quite a few firsts in its three years as a low-fare airline, and the team is at it again. Just in time for the busy travel season, the airline unveiled its summer's first exciting new route.

HK Express became the only airline to operate direct flights between Hong Kong and Ishigaki today, further connecting lucky travellers in both countries. To mark the brand new connection, HK Express joined together with the Okinawa Prefecture and Yaeyama Visitors Bureau for a special launch ceremony at International Travel Expo 2016 when the first flight took off for Ishigaki.

The new route is a real game-changer for Guests who are keen to experience more of Japan. In the past, getting to Ishigaki took an exceptional amount of time and money. Indirect routes flew travellers through Tokyo or Naha City, followed by a domestic flight to Ishigaki. But with this new connection, Guests can experience the archipelago's incredible natural landscapes, crystal-clear coastlines, traditional culture, and unique cuisine for a fraction of the price.

Connecting these two sought-after destinations won't just serve Hong Kong Guests. Since Hong Kong is a hub of international travel, the brand new link will benefit travellers from all corners of the globe by offering a much faster and more affordable route to Ishigaki.

To celebrate the launch of Ishigaki's route and in light of the exciting International Travel Expo, the airline is giving out a 20% discount\* via a promotion code "HKITE" with travel period from 1 September 2016 to 25 March 2017. The offer is applicable to all routes and will be available for bookings made on or before 19 June to encourage travellers to share the joy with their loved ones.

"The interest and enthusiasm in Japan is just incredible, and we're so pleased to be able to make this exquisite corner of the world more accessible than ever before," said Andrew Cowen, Director and CEO of HK Express. "We have even more Japan routes debuting in July, including Takamatsu and Kagoshima, which our Guests are incredibly excited about! Pre-ticket sales have been selling fast, and to keep up with demand we even added extra routes during the summer."

Hong Kong (HKG) <-> Ishigaki (ISG) (local times)				
Flight	Route	Depart	Arrive	Frequency
UO3812	Hong Kong (HKG) > Ishigaki (ISG)	13:05	16:10	Tuesdays
		12:40	16:00	Thursdays*
		12:40	16:00	Sundays
UO3813	Ishigaki (ISG) > Hong Kong (HKG)	16:55	18:00	Tuesdays
		16:50	17:55	Thursdays*
		16:50	18:00	Sundays

\*Additional flight from June to August 2016 for strong peak summer holiday only

\* Terms and conditions apply



Photo caption: (From left to right) Mr. Hiroshi Yamada, Executive Director of Japan National Tourism Organization, Mr. Saisho Kiyotaka, Director of Okinawa Prefectural Government- HK Representative, Mr. Andrew Cowen, Director and CEO of HK Express and Mr. Takamine Yoshiharu, Chairman of Yaeyama Visitors Bureau joined hands today at the ITE 2016 for the launch ceremony of Ishigaki route.

*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.*



For reservations or information, please visit [www.hkexpress.com](http://www.hkexpress.com), follow us on Facebook fan page: [www.facebook.com/HKExpress](http://www.facebook.com/HKExpress), SinaWeibo: [www.weibo.com/hkexpress](http://www.weibo.com/hkexpress); WeChat: HK Express; Twitter: HKExpress.jp or refer to our Instagram: @HK\_Express.

### **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 24 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar, Takamatsu and Kagoshima in Japan commencing in second half 2016, it is also expected to launch Luang Prabang in Laos, Guam and Saipan in 2016. With its fast growing fleet and enticing number of destinations, HK Express has flown 4 million Guests – a major achievement that attests to the popularity of the airline. HK Express is also one of the founding airlines of the world’s first LCC alliance, the U-FLY Alliance.