



## Immediate Release

### Want To Return For Free? HK Express Offers Extra Baggage Allowance and Return For Free Deals

**Hong Kong, 22 August 2016** Hong Kong's low-fare airline HK Express has a secret to share with its fans, which could change the way they travel forever. Many frequent travellers don't realise how ticket prices are calculated, but this information is integral to making educated decisions and getting the most bang for your buck.

Here's the scoop: Traditional full-service airlines include hidden fees in their ticket prices in order to offer services such as meals, baggage and blankets to everyone on board. Think about it: every ticket has to cover the cost of these services, whether or not they actually enjoying them.

But with a low-fare airline, like HK Express, travellers don't need to worry about paying for comforts they don't plan to personally enjoy. Instead, the airline's flexible pay-as-you-go approach ensures that Guests save money every step of the way, while still enabling travellers to add-on services as they wish.

"One of our core beliefs at HK Express is that travellers should only pay for the services they need and want," said Andrew Cowen, Director and CEO of HK Express. "This flexibility has enabled us to provide highly personalised services, affordable flights, and ensure every Guest can spend — or save — as much as they like to ensure an enjoyable journey."

Of course, this cost-efficient strategy means savings for the airline too — and HK Express is thrilled to pay it forward to its loyal Guests in the form of a new promotion, arriving just in time to cap off an incredible summer season with a new adventure.

Guests can "Return for Free"\* when they purchase a round-trip flight to a handful of HK Express' hottest destinations. The sale runs from 23 August (00:00) to 28 August (23:59) and covers a flexible travel period, from 6 September 2016 to 13 July 2017.

Just when Guests thought it couldn't get any better... The low-fare airline is also introducing yet another convenient perk: a price cut for 25kg and 30kg checked baggage allowance\*! The baggage fare of 25kg and 30kg will be lowered to HKD 260 per piece which will be the same as 20kg. Guests will enjoy the discount of baggage allowance when they purchase 25kg or 30kg of baggage allowance service during the Return for Free promotional period. So start packing!

\* The Return-for-Free offer is not applicable to taxes and other government imposed taxes and fees and is subject to availability. Terms and conditions apply to both offers.



*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 26 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar, Chiang Rai in Thailand and Hualien in Taiwan 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 5 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.