

Immediate Release

**Get in the Gift-Giving Spirit!
HK Express Adds New Online Gift Voucher Ahead of the Holidays**

Hong Kong, 5 November 2015 Just in time for the holiday shopping season, HK Express, Hong Kong's most on-time airline, has made some big changes to its website. As part of a series of website enhancements, the airline has launched the ability to buy gift vouchers on www.hkexpress.com, which will make Christmas shopping a breeze!

All Guests need to do is to purchase a voucher online and then share them with their friends, loved ones, or colleagues! To accommodate travellers flying both into and out of Hong Kong, the gift vouchers are available in several currencies, including HKD, CNY, JPY, KRW, THB, and USD.

With vouchers selling for as low as HKD100 or as high as HKD3,000, there's a gift for every budget. It's also a convenient way to buy several gifts at once, as Guests can purchase up to 10 vouchers at the same time as long as the vouchers are in the same currency.

That's not the only significant new development offered by HK Express online at www.hkexpress.com. The airline's website has seen some exceptional enhancements to its Web Check-in, a convenient tool for savvy travellers that enables Guests to check in online up to 48 hours before the flight and skip the long lines at airport service counters, using printed or online boarding passes.

To make things even easier, Guests can now add check-in baggage and sports equipment online. At the airport, Guests who have already checked in online can jump ahead to the dedicated Bag Drop counter and check their baggage without waiting in line.

There's also a new Priority Check-in function so Guests can opt to pay a little bit extra and board earlier. Not happy with the assigned seat? Web Check-in users can log on ahead of the check-in time and select the preferred seat at a sensible price, as long as staying within the same booking class. Guests can also book a "Sweet Seat" beforehand to ensure an extraordinary and comfortable flying experience on their flight.

Andrew Cowen, CEO of HK Express, said "With the new online gift vouchers and continuous enhancement to our Web Check-in service, we aim to be the most innovative airline in the region."

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



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.

About HK Express

Independent flight statistic monitoring website flightstats.com has already recognised 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 from airlineratings.com, an independent, industry-respected research group. HK Express flies to 18 of the most popular destinations in Asia, including the newly-launched routes to Hiroshima in Japan. The airline is expected to launch Yangon and Mandalay in Myanmar, Luang Prabang in Laos, Guam and Saipan in 2016. With its fast growing fleet and enticing number of destinations, HK Express has flown 3 million Guests – a major achievement that attests to the popularity of the airline.