



## Immediate Release

### **Strong Customer Care Statistics Released HK Express Offers More Affordable Flights and More Efficient Services**

**Hong Kong, 26 January 2016** Hong Kong's dedicated low-fare airline, HK Express, has pioneered the region's LCC market with its creative marketing campaigns, expanding footprint and affordable fares. The LCC market is an important part of the industry as it offers several benefits that full-service carriers (FSCs) often overlook.

Probably the most important service offered is accessibility to travel thanks to LCC's affordable pricing. Since transitioning to an LCC two years ago, HK Express has seen at least 60% of average fare reduction.

Previously, several routes to Japan, including Tokyo-Haneda, Tokyo-Narita and Osaka-Kansai saw duopolies from FSCs that drove prices up. With the emergence of LCCs, travellers are now able to enjoy these incredible destinations at a more reasonable fare.

The same goes for new routes to underserved destinations such as Nagoya and Hiroshima, which were historically difficult and expensive to access. Thanks to HK Express, however, Hong Kong travellers can now enjoy the historical culture of Nagoya and ski the beautiful slopes near Hiroshima with affordable direct routes.

As a low-fare airline, HK Express is also attracting more visitors to Hong Kong with its budget-friendly price points. Travellers who save money on the fares have more disposable income available for shopping, dining and lodging during their getaway.

When it comes to market share in Hong Kong, HK Express accounts for 4.3% of airport slots, according to data published by the Hong Kong International Airport. With proportionally higher load factors on core routes, HK Express also exhibits superior efficiency than many other LCCs. The low-fare airline also utilises its slots and off-peak schedules effectively and has experienced an impressive average load factor of 85% in 2015.

But what matters most of all is customer satisfaction and HK Express has seen excellent feedback. According to the airline's onboard customer survey conducted in 2015, over 91% of Guests flying on HK Express rank them as "good" to "excellent". Guests say they are very satisfied with the overall travel experience, particularly when it comes to the in-flight experience, cabin crew service, on-time performance and check-in procedures.



The survey paints an incredibly positive picture for the airline, which continues to receive excellent feedback from its Guests. Undoubtedly, LCC's do pose a very positive impact to the Hong Kong as well as the regional travel market. HK Express is happy to see more Guests are now being able to enjoy the advantages brought by LCC's and explore the beauty of Asia easier than before.

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.

*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 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 20 of the most popular destinations in Asia, including the newly-launched routes to Hiroshima in Japan. Besides Yangon and Mandalay in Myanmar commencing in September 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 3 million Guests – a major achievement that attests to the popularity of the airline.