



Low Cost Hong Kong Carrier Eyes Korean Market

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Low-cost carrier Oasis Hong Kong Airlines Ltd. has appointed a Korean sales agent in an effort to strengthen its operations here, the company announced.

PR9.NET July 05, 2007 - Hong Kong - Under the agreement with Holiday Airlines Co., Ltd., travelers will be offered flights on regional carrier Hong Kong Airlines from Cheongju International Airport, North Chungcheong Province, to Hong Kong, and connecting flights to London and Vancouver, Canada, on Oasis Hong Kong Airlines.

Raymond Ng, the company's sales and marketing general manager, said that negotiations are under way with Hong Kong Airlines to provide more convenient flight transfers for passengers, including automatic baggage transfers between flights and cheaper fares.

"We are negotiating with Hong Kong Airlines on several issues to increase convenience and reduce costs for our passengers," said Ng.

"The company will also approach both Korean Air and Asiana Airlines with a proposal to form a strategic partnership so that Korean passengers will be able to enjoy cheaper fares to all of our destinations."

Ng said that the company will be expanding its fleet of three Boeing 747s to five by the end of the year and that it would add a further five planes to its fleet each year.

Ng added that with more routes opening, the company is also hoping to establish more connections to Korea and other countries.

"By establishing business links in nearby markets such as Korea, Taiwan and the Philippines, we will be able to secure passengers," Ng said.

"Korea's potential makes it a particularly attractive market. Not only is the country's travel industry growing rapidly but its geographical position will provide a good stopover destination for the company's flights to North America."

Launched last year, Oasis Hong Kong Airlines is a Hong Kong-based carrier that provides direct flights from Hong Kong to London and Vancouver at low prices. Fares range from \$407 for a return trip from London to Hong Kong in economy class to \$4,303 for business class, and are some of the cheapest on the market, the company said.

"Despite our cheap rates, we are not a budget airline. Budget airlines' destinations are usually limited to those within a four hours' flight," said. He added that the company's aim is to make long-distance travel more accessible.

"Our target consumers are those who have limited budgets such as those who work for or run small- and medium-sized enterprises."

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