

= Hong Kong Airlines =

Hong Kong Airlines Ltd (Chinese : 香港航空) , IATA : HX is a Hong Kong @-@ based airline , with its corporate headquarters in Tung Chung and its main hub at Hong Kong International Airport . It was established in 2006 .

Based in Hong Kong , Hong Kong Airlines ? network currently covers almost 30 cities regionally , including Beijing , Shanghai , Sanya , Bangkok , Bali , and Okinawa . The current passenger fleet has 28 aircraft , which includes five Airbus A330 @-@ 300s , nine Airbus A330 @-@ 200s and nine A320s , with up @-@ to @-@ date inflight entertainment system and an average age of around 3 years as of February 2015 . The cargo fleet consists of five Airbus A330 @-@ 200Fs .

= = History = =

Robert Yip , the chairman of China Rich Holdings , with business interests in Chinese medicine , internet portal , construction and property development , established CR Airways in Hong Kong on 28 March 2001 . The airline received its Air Operator 's Certificate (AOC) from the Hong Kong Civil Aviation Department (CAD) with a 285 kilometres per hour (177 mph) 12 passenger Sikorsky S @-@ 76C + helicopter in early 2002 . It was Hong Kong 's third commercial helicopter operator and the first helicopter operator to receive an AOC since Hong Kong became a Special Administrative Region of People 's Republic of China .

On 27 June 2003 , CR Airways became Hong Kong 's third passenger airline after receiving a revised AOC from the Director of Civil Aviation Albert Lam and operated its first passenger flight on the next day . It started passenger charter operations to Laoag , Philippines on 5 July 2003 , with a Bombardier CRJ200 leased from GE Capital Aviation Services . In September 2003 , the airline applied for traffic rights to operate scheduled passenger services to Laoag and Chinese cities of Jinan , Naning , Meixian and Wenzhou . In addition , Robert Yip sold 40 percent of the airline to his company , China Rich Holdings , for HK \$ 180 million . By March 2004 , the airline had added Siem Reap , Cambodia to its charter network .

In April 2005 , the Hong Kong Air Transport Licensing Authority (ATLA) granted a five @-@ year licence to transport passengers , cargo and mail to China ; the airline was free to apply for traffic rights to 10 cities in China . On 5 July 2005 , the airline announced the purchase of two Bombardier CRJ700s from Danish carrier Maersk Air , scheduled to arrive in July and mid @-@ August , respectively . In addition , the airline had signed a Memorandum of Understanding with Boeing for the purchase of 10 Boeing 787 Dreamliners and 30 Boeing 737 ? 800s on 20 December 2005 at a listed price of US \$ 3 @. @ 28 billion . An executive of the airline had told reporters that some of the Boeing aircraft was from Hainan Airlines ' order .

On 27 June 2006 , Hainan Airlines purchased a 45 percent holdings of the airline and the holdings would be transferred to Grand China Air , a new holding company of Hainan Airlines . Two months later , Mr Mung Kin Keung acquired the remaining 55 percent of the airline and became the controlling shareholder on 7 August ; and its director on 13 August . On 22 September 2006 , CR Airways Limited officially changed its name to Hong Kong Airlines Limited and a launch ceremony took place on 28 November 2006 . The airline also introduced a new logo , which represents a bauhinia flower , the symbol of Hong Kong where the airline is anchored . The new logo also represents the close relationship between the airline and Hong Kong and its new era in the civil aviation industry . The airline made the biggest aircraft order in its young history on 21 June 2007 , by ordering 51 narrow- and wide @-@ body aircraft from European plane maker , Airbus , at an estimated value of US \$ 5 @. @ 6 billion . The airline 's IATA code was changed from N8 to HX on 27 May 2007 .

On 24 October 2008 , the airline announced plans in preparation for the arrival of the Airbus A330 @-@ 200 wide @-@ body aircraft , which included personnel and fleet composition . The new aircraft will provide medium haul passenger and cargo services to the Middle East and Australia .

On 8 June 2010 , Hong Kong Airlines successfully completed their proving flight from Hong Kong to Beijing and return earning their Air Operating 's Certificate for the Airbus A330 operations from

HKCAD .

On 28 June 2010 , schedule flight to Moscow was launched .

In September 2010 , Hong Kong Airlines introduced its first airbus A330F cargo freighter , launched the first full cargo route from Hong Kong to Hangzhou .

On 22 October 2010 , Hong Kong Airlines officially joined the IATA .

In 2011 , Hong Kong Airlines awarded 4 @-@ star rating by Skytrax . Passenger traffic exceeded one million , serving 19 destinations .

On 8 March 2012 , Hong Kong Airlines launched a daily Hong Kong ? London Gatwick service with an Airbus A330 @-@ 200 aircraft . The aircraft on this route was operating as an all Club Class service , featuring 34 " Club Premier " (business class lie @-@ flat beds) and 82 " Club Classic " (cradle style recliner business class) seats . However , this route ended on September 10 . Meanwhile , Manchester City F.C. chose Hong Kong Airlines for domestic transportation as HX2871 / CRK2871 from Gatwick to Manchester

In 2013 , Hong Kong Airlines launched new passenger route between Hong Kong and Maldives , passenger traffic exceeded four million . All Hong Kong Airlines ' Boeing aircraft were replaced by homogenous Airbus fleet .

In 2014 , Hong Kong Airlines launched new passenger routes between Hong Kong and Ho Chi Minh , Tianjin and Kagoshima , and increased to four flights to Beijing and five flights to Shanghai daily . The brand new Hong Kong Airlines Lounge " Club Bauhinia " has started operations on June 27 , 2014 , replacing the existing lounge to provide our premium passengers with a more spacious and comfortable space before their flights . In July , the company was recognized the winner of " World ? s Most Improved Airline " by SKYTRAX .

In February 2015 , Hong Kong Airlines signed an agreement for sub @-@ lease with the Airport Authority Hong Kong to develop a flight training centre on a plot of land of 0 @.@ 6 hectare located at the southeast edge of the Hong Kong International Airport .

In March 2015 , Hong Kong Airlines joined the Executive Committee of the Board of Airline Representatives in Hong Kong (BAR HK) , holding hands with another almost 80 airlines to improve the commercial and operational conditions for airlines active in Hong Kong .

On 28 December 2015 , Hong Kong Airlines flight HX658 bound for Okinawa became the first departure from the HKIA Midfield Concourse (MFC) .

= = Destinations = =

= = = Codeshare agreements = = =

Hong Kong Airlines has codeshare agreements with the following airlines (as of January 2013) :

= = Fleet = =

As of March 2016 , Hong Kong Airlines operated the following :

= = = Aircraft orders = = =

On 20 December 2005 , the airline signed a Memorandum of Understanding (MOU) with Boeing to acquire 30 Boeing 737 ? 800 aircraft and 10 Boeing 787 aircraft . However , according to the airline 's website , there is only a firm order of four Boeing 737 ? 800 aircraft , with no mention of a firm order for the Boeing 787 aircraft .

On 21 June 2007 , the airline signed an MOU with Airbus to acquire 30 Airbus A320s , 20 Airbus A330 @-@ 200s powered by Rolls @-@ Royce Trent 700 engines and one Airbus Corporate Jet . The order was subsequently confirmed with the signing of a firm contract with Airbus on 12 September 2007 and it will be shared between the airline and its sister airline Hong Kong Express Airways . In December 2008 , three of the original orders for 20 A330 @-@ 200s were converted to

A330 @-@ 300s and transferred to Hong Kong International Aviation Leasing . They will be operated by Hong Kong Airlines .

On 4 February 2010 , Airbus announced another MOU signed with Hong Kong Airlines to acquire 6 more Airbus A330 @-@ 200s . These will have Pratt & Whitney PW4000 engines and were originally ordered by Grupo Marsans . At the same time , one of the A330 @-@ 243s on order was converted to a ? 343 .

At the Farnborough Air Show in July 2010 , Airbus announced that Hong Kong Airlines had signed a MOU to convert orders for 15 A330s to A350s and place an additional order for 10 A330 @-@ 200s . The airline converted an existing order for 15 A330s to the A350 XWB which will be delivered in 2018 . No engine selection for the additional A330s was announced .

In early 2011 , there were rumours that Hong Kong Airlines had ordered 15 B747 @-@ 8 aircraft , but such an order never materialized .

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At the Paris Air Show in June 2011 , Hong Kong Airlines had announced a signed contract for 10 Airbus A380 's however due to China 's anger with the European Union over plans to force all airlines to take part in its carbon @-@ trading scheme , the Chinese government has blocked progress on Airbus ? s sale of 10 A380s to Hong Kong Airlines . Normally , airlines in Hong Kong are not required to seek approval from the Chinese government to proceed with aircraft orders . The A380 cancellation became an issue as Hong Kong Airlines ' parent , Hainan Airlines , is registered in mainland China , not Hong Kong SAR . In early January 2012 , HKA 's corporate governance head Kenneth Thong stated in a TV interview that the order was going ahead .

In December 2012 , CEO Yang Jianhong told Bloomberg that " We won ? t resume long haul routes in the short term . The carrier is discussing changing at least some of its 10 on @-@ order A380s for A330s , and delaying deliveries . "

= = Corporate Image and Affairs = =

= = = Corporate logo = = =

Hong Kong Airlines adopts sharp red and purple colour as the dominant colours and utilized in its uniforms and passenger cabin .

= = = Subsidiary company = = =

Hong Kong Airlines holds a number of subsidiary companies to manage its business :

Hong Kong Aviation Ground Services Limited (HAGSL) Provide passenger self @-@ handling services at Hong Kong International Airport

HKA Holidays Limited (HKA Holidays) Sell different kinds of travel products , including fixed charter flights tickets , package and hotel accommodation .

= = = Promotions = = =

Under the brand positioning of " Fresh and Very Hong Kong " , Hong Kong Airlines carried out a series of promotional campaigns :

= = = TVC = = =

2013 : TV Commercial " Bringing the Best Sky High

Under the brand positioning of " Fresh and Very Hong Kong " , the new TVC depicted flight attendants practising Wing Chun , gymnastics and cycling respectively following Rose Chan , the Aviation Service Ambassador , Teng Haibin and Zhang Nan , the Olympic Champions , and Kenji Leung , the Cycling coach. with an aim to showcase the fresh , energetic and proactive image of

Hong Kong Airlines ? flight attendants .

== Movie and Media ==

The airline was the aviation sponsor for the 2013 TVB drama Triumph In The Skies 2 (2013) .
The airline was the aviation sponsor for the 2014 Triumph in the Skies Movie (2014) .

== Sports ==

Hong Kong Airlines is selected as the Official Carrier for Hong Kong Paralympic Committee and Sports Association for the Physically Disabled .

== Education and Community ==

Hong Kong Airlines has actively engaged in community affairs , including joining the Caritas Fund Raising Bazaars for six consecutive years since 2009 and sponsored the " World Diabetes Day 2012 " Hong Kong events .

As part of an approach to nurture aviation talents and encourage students to join the aviation industry the airline has a number of student sponsorship and aviation education programmes , such as " Triumph Sky High " Junior Programme , " Embrace the World " Student Sponsorship Programme and School Sharing Workshops .

== Loyalty programmes ==

The Fortune Wings Club is a global frequent flyer programme designed for Hong Kong Airlines and its sister airlines , including Grand China Air , Grand China Express , Hainan Airlines , Hong Kong Express Airways and Lucky Air . Membership benefits include air ticket redemption and upgrade ; VIP members have additional privileges of dedicated First or Business Class check in counters , lounge access , bonus mileage and extra baggage allowance .

== Services ==

== Ground Services ==

Hong Kong Airlines provides a wide variety of customer services at airports all over the world . At Hong Kong International Airport (HKIA) , the check @-@ in counter located at Aisle K of Terminal 1 .

== Priority Check @-@ in ==

Hong Kong Airlines provides different priority check @-@ in services for its passengers . In @-@ town check @-@ in stations of Hong Kong Airlines are located at both Hong Kong and Kowloon Station of the Airport Express Line for passengers to proceed check @-@ in one day before boarding . Moreover , Hong Kong Airlines provides through check @-@ in service . Passengers with flight connections on the following carriers can obtain their boarding passes for their onward flights upon checking in on their departure city .

== Electronic Check @-@ in ==

Hong Kong Airlines passengers can use electronic check @-@ in service at the Hong Kong International Airport , and flights depart from Taipei , Bangkok , Beijing , Shanghai Hongqiao , Shanghai Pudong and Bali prior to boarding . Electronic check @-@ in service include : Hong Kong

Airlines Mobile Apps , Hong Kong Airlines Wechat , HTML5 apps and Hong Kong Airlines website .

== = Airport VIP Lounge == = =

The brand new Hong Kong Airlines Lounge " Club Bauhinia " has started operations on June 27 , 2014 .

Located near Gate 23 , Terminal One at Hong Kong International Airport , the 506 square @-@ meter lounge accommodates up to 120 passengers .

== = Cabin Service == =

All the aircraft in the fleet are equipped with WiFi service and an AVOD in @-@ flight entertainment system . An In @-@ flight Magazine " Aspire " is available to passengers with travel and lifestyle articles. In @-@ flight shopping is provided through its SkyShop magazine that is renewed every quarter . Pre @-@ flight order can also be made on line via [http : / / www.hkaskyshop.com](http://www.hkaskyshop.com) from 72 hours prior to departure date . Members of its Fortune Wing Club (Gold or Silver Card) can enjoy a 5 % discount on the net purchase price of all Duty Free items .