



HONGKONG AIRLINES

香港航空

Where
Hong Kong
Begins



Where Hong Kong Begins

By aligning Hong Kong Airlines with the city itself and communicating an authentic Hong Kong experience that includes gracious, joyful personal service, we will entice our customers to embrace Hong Kong Airlines as a natural extension of what is truly Hong Kong.





HONGKONG AIRLINES

香港航空

Where
Hong Kong
Begins

Our three core pillars

**Truly
Hong Kong**

**Passion for
Service**

**Delivering
More**



Truly Hong Kong



Passion for Service



Delivering More





HONGKONG AIRLINES

香港航空

Where
Hong Kong
Begins