

# Boosting Connection to Hong Kong

Finnair goes “Double Daily” to Hong Kong to meet rising demand for flights between Europe and Asia.

“

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**Stan Kwong**  
**Regional Head**  
**Finnair**



Finnair, one of the world's longest operating airlines, will increase their direct flights between Helsinki and Hong Kong in 2019 to cater for the rising demand. Currently with 12 flights weekly, Finnair will go “Double Daily” with two flights per day, or 14 flights weekly, starting from April 2019.

“The Nordic region has become a very popular destination for Hong Kong travellers, as Northern lights and nature travel in Finland are some of the hottest travel trends,” said Stan Kwong, Regional Head, “we see the increasing demand and the rapid market growth, and we expect the growth will continue to accelerate.”

With a network covering 100 destinations in Europe and connecting to 19 Asian cities, Finnair also offers one of the fastest connections between Asia and Europe via Helsinki.

The launch of “Double-Daily” not only shows the popularity of Finnair's products in the Hong Kong market, but also highlights the airline's strong commitment to Asia.

“Many recent government initiatives have a positive impact on the future

growth of our business,” Kwong said. “With the development of Guangdong-Hong Kong-Macao Greater Bay Area, more traffic into and out from the region is expected. With Finnair's extensive network in Hong Kong and Guangzhou covering the Greater Bay Area, travellers can choose to travel via their closest departure point in either city.”

“The newly opened Hong Kong-Zhuhai-Macao Bridge (HZMB) situated right next to the Hong Kong airport will bring more travellers from neighbouring cities,” Kwong added, “HZMB, coupled with the Express Rail Link, will certainly enhance Hong Kong's status as the regional hub, especially for trading and business. We will take this opportunity to partner with different stakeholders to build the best travel ecosystem in the region.”

According to Kwong, Mainland China will remain Finnair's focus market in Asia for its high volume of travellers and the enormous growth potential. In the coming years, the airline will also harness digital to boost revenue, system efficiency and customer experience. For example, Finnair has recently launched its official WeAir under WeChat account

that allows customers to book and purchase their Finnair flights.

Set up in 2002, Finnair's Hong Kong office has recently expanded the staff size by 60 percent. To support the fastest growth phase in its 95-year history with increased capacity, growing traffic, new services, and strong ambitions, the airline also plans to recruit more experts, digital professionals, customer service, mechanics and cabin crew.

## Finnair

- Founded in 1923, Finnair is one of the world's longest continuously operating airlines
- Hong Kong office current employs 15 staff members responsible for sales, cargo, airport counter servicing, business development and marketing

 [finnair.com](http://finnair.com)