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Singapore

AirAsia Set to Establish Penang as its International Hub



Dato' Sri Tony Fernandes, AirAsia CEO

AirAsia, the world's best low cost airline, officially celebrates its newest international route from Penang to Singapore today. The route opened for sale on 27 April 2009 with free seats offered to the public, and today marks the inaugural flight from the 'Pearl of the Orient' that was recently named a World Heritage Site by UNESCO, to the 'Lion City'.

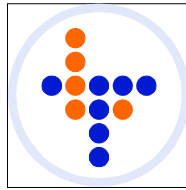
Minister of Transport YB Dato' Sri Ong Tee Keat was on hand to receive the first passengers from Singapore to Penang at the Bayan Lepas International Airport, together with AirAsia Group CEO Dato' Sri Tony Fernandes. The event was also graced by the presence of the Minister of Health YB Dato' Sri Liow Tiong Lai.

The new international route is aimed at encouraging more travel between the two destinations and intensifies tourism activities which in turn bring constant benefits to the economy of both countries. When the route was open for sale in April, it received excellent response from the public where bookings reached encouraging numbers with 17,000 seats snapped up to date. AirAsia is looking at carrying 60,000 guests on this route by year end.

Apart from the Penang-Singapore route, AirAsia also celebrates its inaugural daily flight from Langkawi to Singapore and its 8th daily flight from Kuala Lumpur to the city state today.

Dato' Sri Tony Fernandes said, "We anticipate this new route to stimulate more travel between these two destinations and enhance tourism activities, as we are optimistic that our low fares and world class services induces more travel demand which in turn will contribute to the economy of both nations. Based on current statistics, the response from the public is very encouraging for this route. To date, 17,000 seats have been sold since we opened the route for sale on 27 April 2009, and the numbers are still growing. I believe we have successfully established a long awaited, important 'bridge' between Penang and Singapore for both leisure and business travelers.

"As the Asean airline, flying to Singapore is very important to us. We hold on to the belief that we cannot claim to be an Asean airline if we do not fly to Singapore, as the map would not have been complete. Now with Singapore as our 'virtual' hub, we are delighted to bring all Asean nations closer than ever, via our extensive network and terrific flight frequencies," he concludes.



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