



Hainan Airlines Takes Off Once Again from Vienna: Two direct weekly flights to China's high tech metropolis of Shenzhen

Hainan Airlines, the largest privately owned air transport company in the People's Republic of China, is once linking Vienna and the high-tech metropolis of Shenzhen starting today, 29 May 2024. The resumption of flight service on this route is a gratifying indication of the resurgence of tourism and business ties between China and Austria. The airline will deploy a state-of-the-art Boeing 787-9 Dreamliner twice each week throughout the entire year. Hainan Airlines terminated flight service on the Vienna-Shenzhen route in February 2020 in response to the coronavirus pandemic and has now returned to Vienna Airport. The flight connection was officially inaugurated by Zhuo Zhang, General Manager Austria of Hainan Airlines, Ernst Woller, First President of the Vienna State Parliament and Julian Jäger, Joint CEO and COO of Vienna Airport, within the context of a photo session.

“Welcome Back, Hainan Airlines! We are delighted that one of the most important Chinese airlines resumed operating direct flights between Vienna and Shenzhen. China is an important market for Vienna Airport and for the entire business and tourism location of Austria. The dense route network of Hainan Airlines within China and beyond now offers numerous travel options to and from Vienna again. The resumption of the connection to Shenzhen, a city with almost twice as many inhabitants as Austria, strengthens our position as an international hub. We are proud to be able to build on our good co-operation once again,” says Julian Jäger, Joint CEO and COO of Vienna Airport.

“Hainan Airlines is bringing Vienna and Shenzhen closer together. In turn, this strengthens our economic ties as well as the cultural exchange and tourism of both regions. The cities of Vienna and Shenzhen recently signed a Memorandum of Understanding to promote international exchange for companies and start-ups on digitalisation and sustainability issues. The opportunity is emerging for Austria and China to further intensify their bilateral cooperation. China is one of the most fastest growing travel markets and the expanded offering of flights further boosts the number of visitors in Vienna,” states Ernst Woller, First President of the Vienna State Parliament and President of OECB, Organization for Economic Co-operation and Development between Austria and China.

“The resumption of flight service by Hainan Airlines sends out a strong signal for the comeback of what used to be the world's largest travel market. The resurgence of flights from China to Vienna provides substantial support to our efforts to appeal to the target group of Chinese luxury travellers. Before the pandemic, three-quarters of Chinese guests stayed in 4-star and 5-star hotels in Vienna. In the meantime, all Vienna Tourist Board marketing activities in China are focusing on the high value-added luxury segment and on further developing the related potential for quality tourism,” explains Norbert Kettner, CEO Vienna Tourist Board.

“I would like to express my gratitude to everyone who ever makes his effort to have us back to Vienna. Vienna is the heart of Europe, and Shenzhen is the dynamic hub of innovation and technology in China. They are now more accessible than ever. This direct flight will not only facilitate business and tourism exchanges but also promote cultural understanding and friendship between these two cities. This day brings a significant milestone in enhancing connectivity between Austria and China, bringing our cultures, economies, and people closer together,” adds Zhuo Zhang, General Manager Austria of Hainan Airlines.

Shenzhen: High-tech metropolis with approx. 17 million inhabitants

Shenzhen is a modern metropolis in Southern China and is well known for its rapid economic development. Numerous top multinational companies such as Siemens, Huawei, Microsoft, Philips, IBM, Samsung and Panasonic have located headquarters in Shenzhen. In turn, this strengthens the

role of the city as a leading technology centre. As one of China's first special economic zones, Shenzhen has evolved from a small port city to a pulsating megacity with approx. 17 million inhabitants, impressive skyscrapers, innovative startups, and a dynamic cultural life.

Two weekly flights from Vienna to Shenzhen

Starting today, 29 May 2024, Hainan Airlines will operate two weekly flights (Wednesdays, Saturdays) connecting Vienna and Shenzhen. The flight leaves Shenzhen at 2:05 a.m. and arrives in Vienna at 7:55 a.m. The return flight from Vienna takes off at 11 a.m. and lands in Shenzhen at 4 a.m. on the next day. The airline will deploy a modern Boeing 787-9 Dreamliner, offering up to 294 comfortable seats in a pleasant atmosphere in the Business and Economy travel classes. From Shenzhen, passengers can also easily transfer to Hainan Airlines' broad China network and travel to 25 destinations, including Chengdu, Xian, Wenzhou, Haikou, Nanjing, Hangzhou and Chongqing.

Hainan Airlines: Largest privately owned airline in the People's Republic of China

Hainan Airlines has been a dependable air transport company for 31 years. Featuring more than 1,800 international and regional routes to 200+ cities across the globe, the route network not only encompasses destinations in Asia but also in Europe, North America and the South Pacific. Numerous domestic routes within China are available within the route network of Hainan Airlines, whose flight hub is located in Shenzhen. After departing Vienna for Shenzhen, passengers can travel throughout China, for example to Beijing, Shanghai, Chengdu, Xi'an, Kunming, Hangzhou and Nanjing. Since 2011, Hainan Airlines has been granted the 5-Star Airline Rating for twelve straight years thanks to its high standards of quality and ongoing innovations in providing services to passengers. More detailed information on the airline and booking possibilities can be found at www.hainanairlines.com.

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