



*For immediate release*

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## **China Airlines to launch winter charter service to Fairbanks**

***Fairbanks, Alaska (AK)*** – Explore Fairbanks President and CEO Deb Hickok announced today that Taiwan-based China Airlines will launch three charter flights from Taipei to Fairbanks beginning on December 4, a significant development in helping market Fairbanks as an aurora destination to the growing Greater China market.

The three flights will be on December 4, 8, and 12, and will all be direct from Taipei to Fairbanks. China Airlines will be operating A340 aircraft for the service, which have a capacity of close to 280 passengers. Charter group members will stay in Fairbanks for four nights and five days, participating in aurora-centered tour programs that are being sold by tour operators in Taiwan in partnership with local visitor industry businesses.

“We’re thrilled to have China Airlines launch this new service to Fairbanks,” said Hickok. “Direct air access is an important component of our success as a destination, especially when working with a rapidly expanding Greater China market. These charters combined with recent developments in year-round connectivity from Asia via both Alaska Airlines and Delta Airlines boost Fairbanks accessibility to the China market.”

“Every year many people join aurora package tours in Taiwan, but most tours require connecting flights that waste much time. So we decided to plan a value-added, convenient product. China Airlines’ Aurora Express flies from Taiwan directly to Fairbanks and the flight will take just nine hours. The market has enthusiastically responded to this initiative with flights selling out in only two weeks. We are very grateful to have the chance to cooperate with Explore Fairbanks,” said Michel Lo, acting Vice President, China Airlines, Taipei.

“The Fairbanks International Airport is pleased to welcome China Airlines to our community,” said Angie Spear, acting airport manager of the Fairbanks International Airport. “We are grateful to China Airlines and look forward to sharing the beauty of Fairbanks and the State of Alaska with their passengers.”

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Explore Fairbanks Director of Tourism Scott McCrea said that interest in Fairbanks for aurora viewing has been the main focus of conversation in business meetings. Explore Fairbanks has met with tour operators from Taiwan and Mainland China at travel trade shows over the past few years.

“The recognition is growing in that market that we are the best place on earth to see the aurora,” said McCrea. “Even in conversations where there has been a language barrier, the word ‘aurora’ sparks immediate interest.”

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### **About Explore Fairbanks**

Explore Fairbanks is a non-profit marketing organization whose mission is to be an economic driver in the Fairbanks region by marketing to potential visitors and optimizing the visitor experience. Explore Fairbanks markets Fairbanks as a year-round destination by promoting local events, attractions and activities to independent travelers, group tour operators, travel agents, meeting planners and the media. Find out more at [explorefairbanks.com](http://explorefairbanks.com).

### **About China Airlines**

Founded in 1959, China Airlines is Taiwan’s largest airline with a fleet of 101 aircraft and more than 11,000 employees worldwide. As one of the SkyTeam airline alliance’s 20 members, China Airlines offers passengers access to an extensive global network of more than 16,270 daily flights to 1,057 destinations in 179 countries. China Airlines is continuing to promote superior aviation safety as well as eco-friendly, innovative and attentive services that provide travelers with a perfect travel experience. Major international and domestic awards received by China Airlines for 2014 ~ 2015 include: “Best Airline in North Asia” by the U.S.-based Global Traveler, the maximum seven-star safety rating from AirlineRatings.com, “Golden Flyer Award” for the highest award in Taiwan’s civil aviation industry, “Golden Pin Design Award” and “Best of the Best” award at the Red Dot Award for the design of China Airlines’ next-generation 777-300ER, No. 8 in Skytrax’s World’s Best Premium Economy Class Airlines, and No. 10 in The DesignAir’s Top 10 Business Classes of 2015. Find out more at [www.china-airlines.com](http://www.china-airlines.com)