



JUNEYAO AIRLINES MAKES BIG SCREEN DEBUT IN TIMES SQUARE

News / Airlines, Events / Festivals



Promotional film of Juneyao Airlines (HO) was displayed on the big screen in Times Square, New York City during the National Day holiday, a move to raise its brand visibility and expand into the international market.

The Shanghai-based carrier promoted its brand on Thomson Reuters's large screens overlooking the Times Square between September 30 and October 2, to celebrate the airline's 9th anniversary and the 66th anniversary of the founding of the People's Republic of China. It has become the first Chinese privately owned airline to feature on the big screen that overlooks the square.

Times Square is a major commercial intersection and neighborhood in the heart of New York's Midtown Manhattan, at the junction of Broadway and Seventh Avenue. Brightly adorned with massive outdoor screens and serving as the world's venue for competition between the top international brands, Times Square is also known as the "Crossroads of the World".

Juneyao Airlines showed itself to the world by using the unique advantages of the famous locale, indicating that the airline will expand its international operations.

The airline seeks to expand its presence in Southeast Asia and North Asia, and continues to launch international routes from Shanghai to Thailand, South Korea and Japan.

The carrier flies one of the youngest fleets in the world with an average age of three years. The airline currently operates 45 A320 Family aircraft and will expand its fleet size to 50 aircraft by the year end.

Juneyao Airlines officially launched its initial public offerings in May 2015, becoming the sixth Chinese airline and the second privately owned airline to go public.

According to the airline's mid-year financial report, its first-half net profit surged 165.05% to 518 million yuan from 195 million yuan a year earlier amid falling oil prices and strong travel demand in the domestic market.

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