

“HONA IKOKA!”, Special Aircraft to Promote Osaka’s Bid to Host World Expo, Takes Off with Dreams for the Future! And it’s the beginning of a new future.

- Special Expo promotion aircraft named “HONA IKOKA!”
- May 9, departed on its inaugural flight the same day.
- “HONA IKOKA!” unveiling ceremony attended by Osaka Governor Ichiro Matsui

Osaka May 10, 2018 - As official partner for the 2025 Japan World Expo Committee, Peach Aviation (“Peach”; Representative Director and CEO: Shinichi Inoue) has unveiled at Kansai Airport its special aircraft to invite the Expo to Osaka. The aircraft began operations yesterday.

A general call had been made for a nickname for the aircraft, and among many suggestions, a name had been decided: “HONA IKOKA!”, which literally means “shall we go then.”



(From Left;) CEO Inoue, Governor Matsui, children from Abroad International School.

An unveiling ceremony was held at Terminal 2, Kansai Airport yesterday for the special aircraft to invite the Expo to Osaka, attended by Osaka Governor Ichiro Matsui, acting chairman for the 2025 Japan World Expo Committee.

Shinichi Inoue, Peach’s Representative Director and CEO, offered the following comment:

“The launch of this special aircraft will boost the momentum to bring the Expo to Osaka like never before, and it will rise on an up-current that will soar to maximum heights. The name “HONA IKOKA!” that has been decided for the special Expo aircraft is wonderfully appropriate for boosting momentum for efforts to bring the Expo to Osaka. I hope that when it does come to Osaka, people throughout Asia will say, “HONA IKOKA!” to take leisurely flights to Osaka, Kansai on our ‘flying trains’. I think it’s similar to the familiar ‘OOKINI!!!’ that you hear on Peach’s in-flight announcements as a phrase that’s easy to say, even if you aren’t a Kansai native or a Japanese national. Together with this special Expo aircraft that will start operations today, Peach will help build momentum to bring the 2025 Expo to Osaka from Osaka to all other parts of Japan and on to the various countries throughout Asia.”

Osaka Governor Ichiro Matsui offered the following comment:

“We have obtained cooperation from Peach on this occasion, and they will be operating a special Expo aircraft sporting a wrap with the symbolic logo for bringing the Expo to Osaka. Having Peach, which has a total of 30 routes at home and abroad, emblazoned with a huge logo to invite the Expo to Osaka as it flies to each of its various destinations, will tie in to widespread dissemination of our efforts to bring the Expo to Osaka, and we have great expectations for Peach to serve as a flying advertisement.”

With Osaka’s dream of hosting the World Expo in 2025, “HONA IKOKA!” began services with its inaugural flight MM189 departing Osaka (Kansai) for Miyazaki from May 9.

And along with the start of the operation of the special Expo aircraft, a special exhibition is being held in the public area for domestic departures at Terminal 2, Kansai Airport to boost momentum to bring the Expo to Osaka, showing scenes from the 1970 Osaka Expo from May 9 through May 15, 2018.

Tatsuo Shirai, representative for the Osaka World Exposition Museum, stood in front of the 1970 Osaka World Expo panels to mark the day of the inaugural flight and gave an introduction to the scenes from the 1970 event to pupils from Abroad International School.



Pupils listen to Mr. Shirai talk about the Expo that was held in 1970.

As the only airline that has been launched in Osaka to date, Peach will offer its full cooperation in making the Osaka Expo a reality in 2025 and boost momentum to bring the event to Osaka.

<The story behind the name, “HONA IKOKA!”>

Peach called on its customers on Facebook, Twitter, and Instagram between March 16 through March 25, 2018 to come up with a name for the special Expo aircraft and decided, out of a large number of candidate names, on “HONA IKOKA!”.

“The name ‘HONA IKOKA!’ is filled with the sentiment that the future will start again here,” said Katsuaki Tsuji, whose name for the aircraft was chosen as grand prize winner. “I think at the 1970 Osaka Expo, people from throughout Japan and throughout the world were able to feel hope for the future here in Osaka. I think ‘HONA IKOKA!’ in the Osakan dialect also has meanings like, ‘Okay, here we go! Let’s all work together! Let’s all go together! Let’s go there!’ And I thought it was a good term that gives an impression of the relaxed sense that you can’t describe in words that the people of Osaka have of being a bit shy about forward-thinking moves, saying various things but eventually doing things that are tough.”

<Peach’s Activities to Help Bring the Expo to Osaka>

1) Operation of a special Osaka Expo aircraft

Out of the 20 aircraft owned by Peach, one aircraft (JA820P) will be adorned with the Expo promotion wrap. A huge logo to bring the Expo to Osaka will be displayed on the rear side and a logo will be displayed on the front door side of the aircraft to identify it as the “HONA IKOKA!” aircraft. The aircraft began operation as flight MM189, flying from Osaka to Miyazaki on May 9 and will fly as far north as Hokkaido and as far south as Bangkok, Thailand, to contribute in boosting awareness, both at home and abroad, of Osaka’s activities to host the Expo.

2) The check-in “KIOSKS” at Kansai Airport to be revamped as Osaka Expo promotional versions.

The designs have been revamped for Peach’s 18 check-in KIOSKS set up at Terminal 2, Kansai Airport (domestic and international). The exterior of these check-in KIOSKS are made of cardboard, and their characteristics have been leveraged to print the logo design to promote Osaka’s hosting of the Expo to enhance the awareness level of passengers departing from Kansai Airport on the city’s bid to host the event.

3) All Peach staff—including cabin crew and airport staff—will wear pins to promote Osaka’s hosting of the Expo.

As of March 1, 2018, every Peach cabin attendant and each of its domestic airport staff are wearing pins to promote Osaka’s hosting of the Expo and to invigorate these activities.

4) In-flight announcements

As of March 1, 2018, Peach cabin crew have been offering introductions on Osaka’s bid to host the World Expo during in-flight announcements on arrival at their destinations to boost awareness among passengers of activities underway to bring the Expo to Osaka.

About Peach (www.flypeach.com)

Peach began services based out of Kansai Airport in March 2012. It opened secondary hubs at Naha Airport in July 2014 and Sendai Airport in September 2017. It currently operates 20 aircraft on 15 domestic and 15 international routes, flying a maximum of more than 100 flights daily and serving more than 13,000 passengers. In addition to an Okinawa (Naha) – Kaohsiung route on April 26, 2018, and will open a route between Osaka (Kansai) and Kushiro on August 1, and set up a hub at Shin-Chitose Airport before the end of FY 2018.