

**BY THE BEAUTIFUL SEA**Nok Air flies to Hua Hin starting on Nov 15. **B3****AVIATION**

# Hua Hin on Nok Air's radar

**BOONSONG KOSITCHOTETHANA**

Nok Air will offer flights from its Don Mueang hub to Hua Hin starting on Nov 15 in the latest bid to raise its domestic feeder route footprint.

The budget airline will be the first carrier in many years to offer a scheduled service to the upper-peninsula resort, long popular among Thai weekend holidaymakers and increasingly so with foreign tourists.

Nok Air executives yesterday said the new route will be served by a Saab 340B turboprop with 34 seats chartered from Siam General Aviation Co through its Nok Mini affiliate.

It will offer a thrice-weekly service — Thursday, Friday and Saturday — depart-

ing Don Mueang at 7.15pm and returning from Hua Hin at 8.10pm.

Hua Hin is the latest feeder route in Nok Air's strategic plan to tap potential in smaller cities not served by larger jet aircraft of other airlines.

Other such destinations the airline serves from Bangkok are Ranong and Chumphon.

Nok Air executives said its 30-minute Hua Hin flights will provide an alternative to road transport, which takes up to three hours from Bangkok.

If demand proves good, an upgrade to daily frequency may be considered.

To stimulate demand for the new route, Nok Air is offering a promotional all-inclusive one-way fare starting from 1,299 baht.