

**For Immediate Release****HSBC Partners with ANA to Support Indonesian Consumers  
in Early Travel Planning for 2026**

Jakarta, 22 January 2026 – PT Bank HSBC Indonesia (“HSBC Indonesia”), in collaboration with All Nippon Airways (“ANA”), announces the return of the HSBC ANA Travel Fair 2026, taking place from 22–25 January 2026 at Laguna Atrium, Central Park Mall. As one of the first travel fairs of the year, the event is designed to support customers and consumers in planning their 2026 travel early, helping them manage costs more effectively while accessing savings of up to 40%. Offers available include round-trip fares from Jakarta to Japan starting from IDR 3.9 million, fares to the United States from IDR 8.6 million, and five-day Japan tour packages starting from approximately IDR 9 million.

“The HSBC ANA Travel Fair reflects our commitment to supporting customers across our Lifestyle, Wealth Management, and International propositions, which together form the core of the value we deliver to our Premier customers. This initiative also aligns with insights from the HSBC Quality of Life 2025 report, which indicates that 43% of Indonesia’s affluent segment considers travel to be one of their key financial priorities,” said Lanny Hendra, International Wealth and Premier Banking Director, PT Bank HSBC Indonesia.

**Encouraging Disciplined Financial Planning**

Now in its eighth year, the HSBC ANA Travel Fair continues to form part of HSBC Indonesia’s long-term efforts to encourage more disciplined and forward-looking financial planning, including for travel and leisure. When planned early, travel can be managed as a considered financial decision rather than a reactive expense, helping customers mitigate the impact of price volatility. This approach is increasingly relevant in 2026, which offers 25 national holidays and collective leave days, providing opportunities for individuals and families to optimise the value of well-planned travel.

January has been strategically positioned as an optimal period for purchasing ANA tickets, particularly for high-demand travel windows such as Japan’s cherry blossom season, the mid-year school holidays, and the year-end holiday period. Historical data from Google Flights indicates that airfares to Japan and the United States may increase by 30–40% when booked closer to peak travel periods. Combined with the currently favourable IDR-JPY exchange rate, early planning in January presents a more financially efficient option for customers.

**Delivering Value Through Exclusive Benefits**

In addition to special fares, HSBC Indonesia and ANA offer a range of exclusive benefits designed to help customers maximise value, including:

- 0% instalment plans for up to six months, supporting cash flow management
- Cashback of up to IDR 16 million
- Opportunities to receive “half-price holiday ticket” benefits
- Enhanced HSBC Rewards Points, enabling savings of up to 50% and potential upgrades to Business Class
- Accelerated mileage accumulation, with up to 12 times HSBC Rewards Points for overseas transactions, at competitive conversion rates starting from IDR 3,200 per mile
- Airport transfer vouchers in Japan valued at IDR 1,000,000, subject to minimum spending requirements
- An opportunity to win return tickets to Tokyo for the highest spender during the exhibition

Full terms and conditions, along with detailed promotional information, are available on the HSBC Indonesia website.

**Sustained Demand for International Travel**

Travel demand among Indonesian consumers remains resilient, as reflected in the results of the HSBC ANA Travel Fair pre-sale held on 21 January 2026. The exclusive session, held for invited HSBC Premier customers, enabled early access to ANA flight bookings ahead of the main event. Across pre-sale locations in Jakarta, Tangerang, Bandung, and Surabaya, total transaction value increased by 32% year-on-year and exceeded the 2026 pre-sale target by 15%.

**Five-Star Service Excellence from ANA**

The long-standing collaboration between HSBC and ANA continues to provide Indonesian consumers with access to five-star, full-service international flights to key global destinations. "Our strategy in 2026 is focused on meeting the expectations of Indonesian travellers through the consistent delivery of Japanese Quality," said Tetsuma Fujii, Chief Representative of ANA Jakarta. "Through our efficient hubs at Haneda and Narita, ANA offers high levels of punctuality and service quality, recognised by Skytrax for 12 consecutive years. This service excellence further enhances the value delivered through our partnership with HSBC during the travel fair."

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**About PT Bank HSBC Indonesia**

HSBC has operated in Indonesia since 1884 and currently serves customers throughout Indonesia. PT Bank HSBC Indonesia is a member of the HSBC Group that provides Corporate and Institutional Banking services to corporate and institutional customers, as well as International Wealth and Premier Banking for individual customers. PT Bank HSBC Indonesia is licensed and supervised by the Financial Services Authority (OJK), Bank Indonesia (BI) and is a participant of the deposit insurance program from the Indonesia Deposit Insurance Corporation (LPS).

**About HSBC Holdings plc**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers around the world through offices located in 58 countries and territories. With assets totaling US\$ 3.054 trillion as of 31 March 2025, HSBC is one of the world's largest banking and financial services institutions.

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**About ANA**

Founded in 1952 with two helicopters, All Nippon Airways (ANA) has grown into Japan's largest airline. Now, ANA HOLDINGS Inc. (ANA HD) well known as one of the most admired companies in the world by Fortune.

ANA HD was established in 2013 as the holding company of Japan's largest airline group, consisting of 71 companies. This company offers three airline brands: ANA, Peach, Japan's leading LCC, and AirJapan, which is set to launch in 2024 for medium-haul international routes across Asia.

The legacy of ANA's superior service has earned a 5-Star rating from SKYTRAX every year since 2013, making it the only Japanese airline to receive this prestigious award for 11 consecutive years. ANA has also ranked at the top of Cirium's on-time performance in Asia Pacific for five consecutive years since the award was introduced.

In 2025, ANA received the Executive Leadership: Asia-Pacific Award from Flight Global for visionary leadership and strategic growth.

ANA has also received the ATW Airline of the Year award multiple times, recognized for excellence in aviation.

ANA HD has been selected as a member of the Dow Jones Sustainability World Index for eight consecutive years and the Dow Jones Sustainability Asia Pacific Index for nine consecutive years. For more informations about ANA and ANA HD, please visit:: <https://www.ana.co.jp/group/en/>.