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Let yourself Puerto Ri-Go!

This week Norwegian launched the UK's only direct flights to Puerto Rico – opening up the home of salsa dancing and pina coladas for the first time in almost a decade. So what can Brits expect from this unique Caribbean – American island?

Same same, but different...

Golden sandy beaches? Check. Rum cocktails? Check. Sun all year? Check. Puerto Rico offers the best of the Caribbean, but as a U.S. territory it also features [designer malls](#), and easy transport links – making it simple to get what you need and explore at your own pace with a [rental car](#).

A tale of two cities...

San Juan is Puerto Rico's capital and a thriving city packed with modern restaurants, bars and luxury hotels – but it is also one of the oldest [Spanish settlements in the New World](#). Spend a few days getting lost in the old town's maze of cobblestoned streets and squares before arriving at the [UNESCO protected fort](#) to pose for selfies against the spectacular backdrop of the Atlantic.

A natural beauty...

Puerto Rico boasts over [270 miles of white and golden sandy beaches](#) – perfect for sunbathing, snorkelling and enjoying water sports but it's at night that the coast really shines... literally. The island has several designated [“bio bays”](#) where groups can kayak into the water to witness rare bioluminescent illuminate the night waters.

Thrilling days out...

Once you've indulged in culture, cocktails and sunbathing you'll be ready for a bit of [thrill seeking](#) – and Puerto Rico is certainly the right place for it. The Toro Verde Nature Adventure Park boasts one of the [world's longest zip wires](#) – nicknamed 'the beast' - it is over a mile long! For those who prefer to keep their feet on the ground, why not delve deep into the [Rio Camuy caves](#) for a subterranean tour of the rivers, crystal clear pools and mud slides running under the island.

Eat, drink and be merry...

Puerto Rico's culture is a lively mix of Taíno, African, and Spanish influences, and you'll experience this in the food, drink and nightlife wherever you are on the island. World-class chefs man the kitchens at many restaurants in San Juan, and a range of [bespoke culinary tours](#) are available exploring the best of locally sourced products such as coffee and rum. Once you've sampled the tastes of the island then experience the sounds at one of the island's famous salsa clubs such as the [Nuyorican](#) in old San Juan.

Getting there: Norwegian operate flights from London Gatwick to Puerto Rico from £159 one way. Flights are available at: www.norwegian.com

For more information about Puerto Rico visit: www.seepuertorico.com

About Norwegian

The Norwegian group is a leading Nordic aviation company, headquartered at Fornebu outside Oslo, Norway. The company has over 8,200 employees and owns two of the prominent airlines in the Nordics: Norwegian Air Shuttle and Widerøe's Flyveselskap. Widerøe was acquired by Norwegian in 2024, aiming to facilitate seamless air travel across the two airline's networks.

Norwegian Air Shuttle, the largest Norwegian airline with around 4,700 employees, operates an extensive route network connecting Nordic countries to key European destinations. In 2024, Norwegian carried 22,6 million passengers and maintained a fleet of 86 Boeing 737-800 and 737 MAX 8 aircraft.

Widerøe's Flyveselskap, Norway's oldest airline, is Scandinavia's largest regional carrier. The airline has more than 3,500 employees. Mainly operating the short-runway airports in rural Norway, Widerøe operates several state contract routes (PSO routes) in addition to its own commercial network. In 2024, the airline had 3.8 million passengers and a fleet of 49 aircraft, including 46 Bombardier Dash 8's and three Embraer E190-E2's. Widerøe Ground Handling provides ground handling services at 41 Norwegian airports.

The Norwegian group has sustainability as a key priority and has committed to significantly reducing carbon emissions from its operations. Among numerous initiatives, the most noteworthy is the investment in production and use of fossil-free aviation fuel (SAF). Norwegian strives to become the sustainable choice for its passengers, actively contributing to the transformation of the aviation industry.

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