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Norwegian improves customer experience by introducing gate to gate Wi-Fi connectivity

Norwegian today launches “gate-to-gate” Wi-Fi which gives passengers access to the airline’s Wi-Fi network as soon as they step on board the aircraft. Customers travelling on any route across Norwegian’s global network will now be able to stay connected for the entire duration of the flight from pushback to arrival at the gate.

Until today, the aircraft had to climb to an altitude of 10,000 feet before the Wi-Fi network was activated. With “gate-to-gate” Wi-Fi, passengers will have a Wi-Fi connection as soon as they are seated and can remain online until they arrive at their destination.

“We know how important it is for our passengers to have internet access. Until recently, flights were hour-long black holes when it comes to internet coverage. Now, Norwegian makes it possible to be online from the moment you board the aircraft until you step outside again. We launched free Wi-Fi on board in 2011 and since millions of passengers have been surfing the internet on board, so are looking very much forward to offering the new gate-to-gate experience to our passengers”, says Chief Customer and Digital Officer at Norwegian, Kurt Simonsen.

Gate-to-Gate Wi-Fi is available for all Norwegian customers from today on the entire Wi-Fi enabled fleet servicing both short and long-haul routes.

Earlier this year, Norwegian became the first low-cost airline to introduce free Wi-Fi on intercontinental routes which is currently being rolling out on its Boeing 787-9 Dreamliner aircraft. Customers have two choices – Basic

free Wi-Fi for the full duration of long-haul flights and a premium high-speed option, fast enough to stream television shows and movies.

Norwegian expects to have the rollout of Wi-Fi completed on 50 per cent of its Boeing 787-9 Dreamliner aircraft by 2020.

The carrier has also introduced premium Wi-Fi on European flights, upgrading the existing Wi-Fi experience with high-speed connections fast enough for passengers to stream video content.

Timeline of Norwegian's Wi-Fi enhancements

- **2011:** Pioneered inflight Wi-Fi by being the first airline to offer free Wi-Fi on all European routes. Later, Norwegian launched Video on Demand that gives passengers on access to Norwegian's online entertainment portal on their own devices.
- **2015:** First airline to offer live television on European routes.
- **January 2019:** Commences the rollout of Wi-Fi on the airline's long-haul fleet of 787 Dreamliners.
- **February 2019:** Launches new high-speed Wi-Fi on board its 737 aircraft. The high-speed Wi-Fi makes it possible to stream music, movies and TV shows directly to handheld devices.
- **June 2019:** Launches Gate-to-Gate Wi-Fi that gives online connectivity from boarding the aircraft until arriving at destination

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Norwegian in the UK and Ireland:

- Norwegian carries almost **6 million UK passengers each year** from London Gatwick, Edinburgh and Manchester Airports to **30 destinations worldwide**
- Norwegian is the **third largest airline at London Gatwick**, with 4.6 million yearly passengers, and with more than 1,000 UK-based pilots and cabin crew

- In 2014, Norwegian introduced the **UK's first low-cost, long haul flights to the U.S.** - the airline now flies to 12 U.S destinations, Buenos Aires and Rio de Janeiro from London Gatwick
- In 2017, Norwegian also launched **affordable transatlantic flights from Edinburgh, Dublin, Cork and Shannon** to the US East Coast, using the brand new Boeing 737 MAX aircraft
- Norwegian is the only airline to offer **free inflight WiFi** on UK flights to more than 30 European destinations
- The airline has one of the **youngest aircraft fleets in the world** with an average age of 3.8 years, including next-generation Boeing 787 Dreamliner, Boeing 737 MAX and Boeing 737-800s
- Norwegian has been **voted 'Europe's best low-cost carrier' by passengers** for six consecutive years at SkyTrax World Airline Awards from 2013-2018, along with being awarded the **'World's best low-cost long-haul airline'** in 2015, 2016, 2017 and 2018
- Norwegian Reward is the airline's free to join **award-winning loyalty programme** offering members CashPoints and Rewards that reduce the cost of Norwegian flights

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