



Apr 18, 2016 08:56 BST

Norwegian loyalty programme now rewards 4 million members with new benefits

- Half a million UK passengers have now joined Norwegian Reward programme

Low-cost airline Norwegian has reached a milestone for its fast-growing loyalty programme as [Norwegian Reward](#) has now attracted four million members.

As Europe's third largest low-cost carrier continues its global expansion, four million of Norwegian's 26 million passengers are now benefitting from huge cost savings and exclusive benefits as the newly enhanced scheme continues to take off.

Norwegian Reward is one of the most generous loyalty schemes in the skies and **500,000 UK passengers** have now signed up to the popular programme which is free to join.

Members earn CashPoints when booking Norwegian flights and when booking hotel rooms and car rental with partner organisations. Members can then use CashPoints as full or partial payment on all Norwegian flights. Members can use CashPoints whenever they want on whatever product they prefer – and all seats are as open to CashPoint members as for any other traveller at all times. This is unlike any other frequent flier programme.

Norwegian Reward has also now introduced more benefits as members can also claim a reward after every sixth flight which can be used an unlimited amount of times within 12 months. The rewards include: free seat reservation, free baggage, free Fast Track or a CashPoint boost.

Brede Huser, Vice President of Norwegian Reward said: “We always strive to give our customers great value and it's fantastic to have four million passengers saving costs with Norwegian Reward. We have recently upgraded Norwegian Reward to be even more flexible as members now have more choice on reducing the cost of travel. Norwegian passengers can join for free and they are not locked in at any expense. As such, business and leisure passengers are taking advantage of Norwegian Reward and keeping their costs down as we continue to offer more exclusive benefits for our loyal customers.”

To celebrate four million members, five lucky Norwegian Reward members will each win a pair of tickets to one of Norwegian's long-haul destinations. Members can register to enter the prize draw before 28 April by accessing their Reward profile on Norwegian's website.

Norwegian Reward members can use earned CashPoints or rewards as payment on Norwegian's website. Members can also access their rewards,

earn CashPoints up to 30 days after departure and track progress of CashPoints online.

Passengers can join Norwegian Reward for free now by visiting norwegianreward.com

ENDS

Notes to editors:

Top 5 Norwegian Reward benefits for members:

1. Earn up to 20% CashPoints on all Norwegian flights from day one
2. Access to exclusive offers from Norwegian Reward partners which can increase CashPoint earning
3. Collect rewards, one for each sixth single flight
4. Spend CashPoints as full or partial payment on all Norwegian flights (1 CashPoint = 1 NOK)
5. Free to join and you can easily cancel membership anytime as there are no long-term contracts or cancellation fees

Terms and conditions apply: <https://en.norwegianreward.com/aboutrewards>

Norwegian in the UK:

- Norwegian first launched UK flights in 2003 and now operates from London Gatwick, Edinburgh, Birmingham and Manchester Airports to more than **40 destinations worldwide**
- Norwegian is the **third largest airline at London Gatwick**, with 3.9 million yearly passengers, and with more than 700 pilots, cabin crew and staff working from its Gatwick base
- In 2014, Norwegian introduced the **UK's first low-cost, long haul flights to the U.S.** - the airlines now flies to 7 U.S destinations with fares from just £135 one way

- 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 four years, including next-generation Boeing 787 Dreamliners and Boeing 737-800s
- Norwegian has been **voted 'Europe's best low-cost carrier' by passengers** for three consecutive years at SkyTrax World Airline Awards, and was also the first airline to be awarded the **'World's best low-cost long-haul airline'** in 2015 by SkyTrax

Contacts



For journalists only

Press Contact
Norwegian Press Office
press@norwegian.com
+47 815 11 816



Marketing/sponsorship requests: marketing@norwegian.com

Press Contact
Marketing/sponsorship requests: marketing@norwegian.com