



Apr 29, 2016 11:21 BST

Norwegian loyalty scheme wins at the 2016 Freddie Awards

Low-cost airline Norwegian's loyalty programme, Norwegian Reward, has won the *"Best up-and-coming Award"* at the 2016 Freddie Awards - the most prestigious member-generated awards in the travel loyalty industry.

The *"Best up-and-coming Award"* otherwise known as the *"210 Award"* is a new Freddie Award category that honours up-and-coming programmes among smaller operators. Norwegian Reward also came second in the *"Best Airline Programme of the Year – Europe and Africa"* category ahead of legacy carrier competitors.

The Freddie Awards are voted on by frequent travellers worldwide, who rank the features of airline and hotel loyalty programmes to determine the winners. The “Freddies” are named in honour of Sir Freddie Laker who pioneered low-cost long-haul travel, which Norwegian is spearheading today by being the only low-cost carrier offering direct transatlantic services from the UK to the U.S. and Caribbean.

Norwegian Reward’s popularity is continuing to soar as the free to join loyalty scheme now has four million members worldwide with 500,000 members in the UK alone. Norwegian’s loyalty programme has also been newly enhanced. Members can claim a reward of either a free seat reservation, free baggage, free Fast Track or a CashPoint boost after every sixth flight which can be used an unlimited number of times within 12 months.

Norwegian Reward 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 without any restriction which is unlike any other loyalty programme.

Brede Huser, VP of Norwegian Reward said: “It’s fantastic that Norwegian Reward has gained recognition from the Freddie Awards as the best up-and-coming loyalty programme in the skies. We’ve worked hard to improve our loyalty programme so that it provides great value and free and flexible rewards to our frequent flying business and leisure travellers. Almost 1 in 6 Norwegian passengers are benefiting from exclusive cost savings and thanks to our hard working team, we can continue lightening the load on our members’ wallets.”

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

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

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