

Apr 08, 2016 09:15 BST

Norwegian soars to 500,000 UK passengers on low-cost long-haul flights

- Norwegian CEO: *“Half a million passengers can’t be wrong – this proves low-cost long-haul can succeed”*

Low-cost airline Norwegian has reached 500,000 UK passengers on its ground-breaking low-cost long-haul flights to the U.S.

Norwegian first launched low-cost long-haul flights from Gatwick Airport in July 2014 and is still the only airline offering direct low-cost transatlantic travel to UK passengers. Norwegian now offers low-cost flights to 7 U.S. destinations from the UK – New York, Los Angeles, Boston, San Francisco, Oakland, Orlando, Fort Lauderdale and Puerto Rico – with fares from £135 one way.

Passenger **Sam Holden**, 29, from Dorchester this week became Norwegian’s 500,000th long-haul passenger as he boarded a flight from Gatwick to Boston. To celebrate the milestone, crew members presented Sam and his girlfriend with a free pair of Premium tickets for any Norwegian long-haul flight.

Passenger Sam Holden said: *“I’m delighted to be Norwegian’s lucky passenger number 500,000! I plan to fly between the UK and US quite a lot over the next year so Norwegian’s low-cost flights are a great way to get to the States without breaking the bank.”*

Norwegian uses state-of-the-art Boeing 787 Dreamliners on its transatlantic flights and the airline has further new Dreamliner aircraft on order that will more than [quadruple its current long-haul fleet](#). Norwegian has also obtained a UK Operating License, allowing access to bilateral traffic rights to a series of new long-haul markets in the future including Asia, South America and

Africa.

Norwegian CEO Bjorn Kjos said: *"The cost of flying to America has been too high for too long and our transatlantic flights show there is huge demand for quality, affordable long-haul travel. Half a million UK passengers can't be wrong and this milestone proves that low-cost long-haul travel can succeed.*

"In less than two years our long-haul operation has taken-off with UK passengers, with new routes and additional flights being added all the time. This is only the beginning – with new aircraft orders and traffic rights to a range of new markets, we have ambitious plans to continue offering passengers high-quality low-cost travel."

Gatwick Airport Chief Financial Officer Nick Dunn said: *"Norwegian has led the low-cost long-haul revolution for UK passengers – half-a-million passengers have already discovered this for themselves, benefitting from significantly cheaper long-haul fares and more choice at Gatwick.*

"The revolution continues with flights to Boston and Oakland and shows no sign of slowing up with a record number of long-haul routes from Gatwick due to be launched in the coming year."

Earlier this year, Norwegian launched a record number of seats on its transatlantic routes, [with 425,000 seats available](#) on direct flights between the UK and U.S.

Norwegian is Europe's third largest low-cost carrier. In the UK, Norwegian has grown to become the third-largest airline at Gatwick and also operates from Manchester, Birmingham, and Edinburgh. In 2015, Norwegian flew 3.9 million UK passengers to more than 40 destinations.

Ends

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