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Norwegian takes off in the Spanish domestic market with seven routes into the Canary Islands

Starting 25 October, Norwegian will link Madrid with daily flights to Gran Canaria and Tenerife North, whereas Barcelona will be served to Gran Canaria, Tenerife North and Fuerteventura, and Malaga to Gran Canaria and Tenerife South, with fares starting for as little as €39.50 one-way, taxes included.

Norwegian will deliver over 10,416 weekly seats into the Canary Islands market, a figure that amounts to over 230,000 seats in the first winter season, thus helping to reverse the downward trend connectivity to the archipelago has suffered over the last few years.

Norwegian will be the first airline to offer free Wi-Fi connection onboard Spanish domestic flights.

“Today’s announcement represents Norwegian’s coming of age in Spain,” **said Bjørn Kjos, Norwegian’s founder and CEO, today in Madrid.** “Figures speak volumes: Norwegian offers 133 routes in and out of 15 Spanish airports, of which six are operating bases, and employs almost 900 people in the country. One-fifth of our entire fleet is based here. The launch of this first batch of seven domestic routes makes our commitment to Spain all the more evident.”

“What’s more, today’s launch is first and foremost a move for the public good, for it will help reverse the trend whereby the market between the Continent and the Canaries was suffering a constant reduction in capacity with a commensurate increase in the price of air fares. In that way, our move into the Spanish domestic market will bring about better service, lower fares and therefore more choices in the benefit of the Spanish consumers.”

“We are looking forward to seeing our customers enjoying of our brand-new aircraft, professional crews, and generous, Scandinavian-length leg room – not to forget the fact that Norwegian will be the first airline ever to offer free Wi-Fi connection onboard Spanish domestic flights.”

A much needed and welcome move

With today’s announcement, Norwegian will provide 28 domestic weekly frequencies (equivalent to 56 weekly flights) in the Mainland – Canary Islands market, which translates into 10,416 seats on any given week, **and a total of over 230,000 seats during its first season of operations** (Winter 15, running from October 2015 to March 2016).

Available capacity between Spain’s Mainland and the Canary Islands has suffered an important decline over the last few years. According to [data recently provided by the Infrastructure Ministry](#) (Ministerio de Fomento), in

2011 the Canary Islands enjoyed a combined supply of 9.03m seats with the Continent; by 2014, this figure had decreased to 7.55m seats – a drop of 1.47m seats, or minus 16.4%.

In weekly terms, supply went from an average of 173,222 seats per week in 2011 to 144,880 seats in 2014, which amounts to an average loss of 28,341 weekly seats over the said period: **Norwegian's 10,416 weekly seats alone will compensate 37% of such loss.**

As a consequence of the reduced level of competition, average air fares have increased by more than 10% over the same period of time, going from an average €214 in 2011 to an average €236 in 2013 in a return trip between the Canaries and the Mainland (before accounting for the 50% rebate Canary Islands residents are entitled to), all this amid a general deflationary environment.

Norwegian's introductory fares (one-way, taxes included) start at €39.60 in the routes to/from Malaga, €49.70 in those routes to/from Barcelona, and €49.80 in those to/from Madrid.

New routes, weekly frequencies, and days of operations are as follows:

Madrid to:

Tenerife North, daily departures. Start date: 25 October. Fares from €49.80 one way, taxes and charges included.

Gran Canaria, daily departures. Start date: 25 October. Fares from €49.80 one way, taxes and charges included.

Barcelona to:

Tenerife North, four weekly departures, every Monday, Wednesday, Friday and

Saturday. Start date: 26 October. Fares from €49.70 one way, taxes included.

Gran Canaria, three weekly departures, every Monday, Wednesday and Friday. Start date: 26 October. Fares from €49.70 one way, taxes and charges included.

Fuerteventura, three weekly departures, every Tuesday, Thursday and Saturday. Start date: 27 October. Fares from €49.70 one way, taxes and charges included.

Malaga to:

Tenerife South, two weekly departures, every Monday and Friday. Start date: 26 October. Fares from €39.60 one way, taxes and charges included.

Gran Canaria, two weekly departures, every Friday and Sunday. Start date: 30 October. Fares from €39.60 one way, taxes and charges included.

Brand-new aircraft, free onboard Wi-Fi connection and generous, Scandinavian leg room

Norwegian operates one of the World's most modern and eco-friendly fleets, with an average age of just 4.2 years. On its domestic flights, the airline will fly its new Boeing 737-800s with 186 comfortable, leather seats and **it will be the first airline to offer free Wi-Fi on Spanish domestic flights**. Norwegian will also offer customers the option to rent movies and TV shows on their personal devices.

Norwegian in Spain

Having started operations in Spain in 2003, Norwegian is now the country's seventh largest airline by passenger volume, having carried 4.89m

passengers in the twelve months to May 2015.

Norwegian operates 133 routes out of 15 Spanish airports, of which six are operating bases (Alicante, Barcelona, Gran Canaria, Madrid, Malaga and Tenerife South), where it keeps one-fifth of its fleet of 96 aircrafts and employs almost 900 people.

Since its start of operations, Norwegian has carried over 17m passengers in Spain.

Norwegian Air Shuttle ASA, commercially branded “Norwegian”, is a low-cost airline listed on the Oslo Stock Exchange. Norwegian is the world's seventh largest low-cost airline. The company reported its highest ever passenger figures in a single year with almost 24 million passengers in 2014. Norwegian has a route portfolio that stretches across Europe into North Africa and the Middle East, as well as long-haul flights to the US and Southeast Asia. The company has over 400 routes to more than 130 destinations and employs approximately 5,500 people. The company has several hundred undelivered aircraft on firm order. Norwegian was founded in 1993 and its headquarter is in Fornebu, Norway. Norwegian offers better leg room than most competitors, in-flight WiFi on short haul, a fleet of around 100 aircraft with an average age of only four years; one of the youngest fleets in the world. In 2013, 2014 and 2015, Norwegian was voted Europe's best low-cost carrier of the year by the renowned SkyTrax World Airline Awards. Norwegian was also the first airline to be awarded the World's best low-cost long-haul airline in 2015 by SkyTrax. In 2014, Norwegian also won three prizes at the prestigious Passenger Choice Awards for Best Airline in Europe, Best Inflight Connectivity & Communications and Best Single Achievement in Passenger Experience for its moving map on the 787 Dreamliners. In addition, Norwegian was awarded Europe's best low-cost airline by AirlineRatings.com for the second year running.

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