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Norwegian to boost its presence in western Norway – six new direct routes from Bergen

Norwegian is targeting tourism in western Norway and the business market from Bergen by adding an additional aircraft and six new routes from March. The new destinations are Copenhagen, Stockholm, Barcelona, Roma, Chania-Crete and Antalya in Turkey. There will also be more departures to London, as well as to Dubrovnik and Split in Croatia.

Norwegian's growing presence in Bergen will generate approximately 80,000 travellers to the region per year, and is presumed to contribute to a substantial growth in new jobs in the region.

“We want to be part of the development of western Norway as a fantastic destination for foreign tourists. The recent economic crisis has been challenging for the tourism industry in the region. With our enhanced presence, we can fly over 80,000 passengers a year to western Norway. If we consider this in combination with the strong desire for more direct flights to destinations such as London, Stockholm and Copenhagen, we think that the time is right to add another aircraft to the Bergen base,” says Bjørn Kjos, Chief Executive Officer of Norwegian.

There will be daily departures to Copenhagen and Stockholm on all weekdays as well as Sundays. Rome and Barcelona will be served by two weekly departures, whilst there will be one departure a week to Crete and Antalya.

Norwegian has already launched a direct route between Bergen and Tromsø which starts operation in March. The route will offer business travellers a competitive direct connection between western and northern Norway, and

will link two popular regions for tourists together..

Departures twice daily to London

Norwegian will increase the number of flights on its Bergen – London route from ten to thirteen a week from winter 2010. Norwegian will operate two daily departures from Monday to Friday and on Sunday. The new departures will improve flexibility for the passengers, whether travelling to London in connection with business or leisure.

The new routes will go on sale today, 4 December.

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