

norwegian



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Norwegian Deepens Roots in Florida with Tampa Bay

-New nonstop route to London at unbeatable low fares and award-winning in-flight experience -

TAMPA (NOVEMBER 1, 2018) – Norwegian, the [World's Best Low-Cost Long-Haul airline](#) and [Value Airline of the Year](#), continues to expand its

ever-growing network to include Tampa International Airport as its 15th U.S. gateway. The inaugural route to London has commenced, operating twice weekly on Wednesdays and Saturdays. Fares start as low as \$174 one-way in Economy and from \$619 one-way in [Premium](#), inclusive of taxes.

In Florida, Norwegian offers three major gateways - Fort Lauderdale-Hollywood International Airport, Orlando International Airport, and Tampa International Airport - more than any other state in the U.S. Floridians now have increased access to affordable flights and can experience award-winning service with a combined total of 14 nonstop routes to Europe and the French Caribbean.

“It’s an exciting time for Norwegian in the U.S. as we continue to widen our footprint in one of the most active states for outbound and inbound travel in America, Florida. Our first flight from this state took off in 2013 from Fort Lauderdale and since then we’ve grown to become the largest foreign airline to offer transatlantic nonstop routes. We foresee continued growth in Florida, including new gateways and more routes. Additionally, we will continue to attract more tourists and add more jobs in the state as demand for our award-winning product and service broadens,” said Bjørn Kjos, Founder and CEO of Norwegian.

The United Kingdom is Norwegian’s most popular destination with U.S. travelers. Nearly four million Americans visited the UK overall in 2017, a 13% increase from the previous year. On October 28, a third daily flight to London was launched at New York’s John F. Kennedy Airport to meet increasing demand from the U.S.

“We saw record-breaking numbers of tourists visiting the UK last year including strong growth from the U.S., our most valuable inbound visitor market for tourism spending. We want to build on the strong growth we have seen and are delighted to be working with Norwegian to introduce new visitors from Tampa Bay and its surrounding areas to London and beyond. Increasing route connectivity and airline seat-capacity is a crucial part of our competitive tourism offer and these new and accessible nonstop routes with Norwegian will make it easier for U.S. visitors to travel to the UK, converting the inspiration to visit into bookings,” said VisitBritain Executive Vice President, Americas, Gavin Landry.

“We appreciate Norwegian’s investment in Tampa Bay, and we look forward to welcoming Norwegian’s new UK visitors to the Tampa-St. Petersburg-Clearwater region,” said Joe Lopano, CEO of Tampa International Airport. “We’re eager to show them why Trip Advisor, Travel + Leisure, and JD Power all rank Tampa International Airport among the world’s best.”

The airline is also launching a number of other new routes this week: its first-ever flight from Canada took off October 29 from Montréal to Guadeloupe; Orlando to Stockholm (October 29); Martinique to Cayenne, French Guiana (October 31); Montréal to Martinique (November 1); and

Guadeloupe to Cayenne (November 1).

To book flights to London and beyond visit [Norwegian.com](https://www.norwegian.com), check out the [low fare calendar](#) to find the most affordable fares. Passengers on all of Norwegian's routes are eligible to join [Norwegian Reward](#), the airline's award-winning loyalty program and can earn CashPoints every time they fly, book a hotel or rent a car. Earlier this year, Norwegian Reward was named [Program of the Year Europe and Africa](#) for the second consecutive year.

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About Norwegian

Norwegian is the world's fifth largest low-cost airline and carried 33 million passengers in 2017. The airline operates more than 500 routes to over 150 destinations in Europe, North Africa, Middle East, Thailand, Caribbean, North and South America. Norwegian has a fleet of more than 150 aircraft, with an average age of 3.7 years, making it one of the world's youngest and "greenest" fleets.

Norwegian has been named the Most Fuel-Efficient Airline on Transatlantic Routes by the International Council on Clean Transportation (ICCT) twice. Norwegian has been voted 'Europe's Best Low-Cost Airline' by passengers for six consecutive years at the SkyTrax World Airline Awards 2013-2018, along with being named the 'World's Best Low-Cost Long-Haul' Airline' for the past four years. Norwegian employs more than 9,000 people worldwide.

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