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Norwegian reports passenger and load factor records in July

Norwegian reports a continued passenger growth in July. The airline sets new passenger record with nearly 2.7 million travellers in July, the highest number ever in a single month. July was also characterised by considerable holiday traffic in all markets and a record high load factor of 94 percent.

Norwegian carried 2,690,458 passengers in July, an increase of 8 percent compared to the same month previous year. The total passenger traffic (RPK) increased by 7 percent, while the capacity (ASK) increased by 1 percent this month. The load factor was 93.8 percent in July, up 5.6 percentage points from the same month last year. 97 percent of the long-haul seats were filled

in July.

“I am very pleased that so many travellers chose to fly with Norwegian in July. Not only did we set a new passenger record, we also filled the planes better than ever. With a 94 percent load factor, the demand is equally high in well-established markets in Scandinavia and in new markets such as the UK, Germany, Spain and the US. This proves that Norwegian’s international strategy is working and we are even better equipped to meet the tough competition going forward,” said CEO Bjorn Kjos.

Norwegian operated 99.9 percent of its scheduled flights in July, whereof 76 percent departed on time

For more detailed information, please see pdf attached.

Media Contacts:

VP Corporate Communications Lasse Sandaker-Nielsen, +47 45 45 60 12

Head of Investor Relations Tore Ostby, + 47 45 80 48 98

Norwegian Air Shuttle ASA, commercially branded “Norwegian”, is a low-cost airline listed on the Oslo Stock Exchange. Norwegian is the second largest airline in Scandinavia and third largest low cost carrier in Europe. Close to 24 million passengers fly on its network per year. 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 a total of 424 routes to 130 destinations and employs approximately 4,500 people in Norway, Sweden, Denmark, Finland, Estonia, UK, Spain and Thailand. The company has 258 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, world-class punctuality and a fleet of 96 aircraft with an average age of only four years. In 2013 and 2014, Norwegian was voted Europe’s best low-cost carrier of the year by the renowned SkyTrax World Airline Awards. 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



Press Office

Press Contact

Only for press inquiries

press@norwegian.com