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Norwegian Reward Named Airline Loyalty Program of the Year for the Third Consecutive Year

NEW YORK CITY (APRIL 26, 2019) – Norwegian Reward, the award-winning loyalty program of Norwegian Air, the [World's Best Low-Cost Long-Haul Airline](#), has been named Program of the Year Europe & Africa for the third consecutive year at the 2019 Freddie Awards, held in Dallas, Texas. The Norwegian Reward credit card, by Bank Norwegian, was named Best Loyalty Credit Card, Europe & Africa.

The Freddie Awards are the most prestigious member-generated honor for

travel loyalty programs and voted by more than 4 million members worldwide who rank the features of airline and hotel loyalty programs to determine the winners. A total of more than 7 million votes were in cast in total.

“It is such an honor to once again be named Program of the Year at the Freddie Awards. We work hard to offer our members a loyalty program that is designed to give them true value, and is easy to understand and benefit from. And we will continue to do so as we are welcoming 150,000 new members every month,” said Brede Huser, Chief Marketing and Sales Officer.

Norwegian Reward was also nominated in a further four categories: Best Airline Redemption Ability; Best Airline Promotion; Best Airline Customer Service; and Best Airline Elite Program – all for the Europe & Africa region.

Norwegian Reward now has more than 9.3 million members worldwide, of which 13% are based in the United States. In the past six months, Reward welcomed almost 250,000 U.S. members. In 2018, 1.9 million new global members joined the program.

In 2018, Norwegian Reward’s holiday campaign, the Christmas Advent Calendar, won Best Promotion, and in 2017, The Norwegian Card, a product of Bank Norwegian, was named Best Affinity Credit Card Europe & Africa at the [2017 Freddie Awards](#). In 2016, the program also won the Best Up-and-Coming Award and was the runner-up in the Best Airline Program of the Year Europe & Africa category.

The Freddie Awards is named after Sir Freddie Laker, the famed English airline entrepreneur and visionary, who is a [Norwegian tailfin hero](#) since July 2017.

Norwegian Reward is free to join and members earn CashPoints, the program’s digital currency, every time they fly, stay at a hotel or rent a car. Redeeming CashPoints is simple and can be used like cash to pay for part or an entire ticket on any flight at any time to any of Norwegian’s destinations. Additionally, members can earn and choose a new reward every sixth flight, whether it is free baggage, free fast track, free seat reservation or a CashPoint boost, and is valid for use for up to 12 months.

About Norwegian Reward

Norwegian Reward is the award-winning loyalty program of the [World's Best Low-Cost Long-Haul airline](#), Norwegian. The loyalty program launched in 2007 and currently has more than 9.3 million members worldwide earning CashPoints which helps reduce the cost of travel with Norwegian. Norwegian Reward won 'Program of the Year Europe and Africa' and 'Best Promotion' at the 2018 Freddie Awards and Airline Program of the Year and Best Loyalty Credit Card Europe/Africa at the 2017 Freddie Awards.

For more information please visit www.norwegianreward.com.

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About Norwegian

Norwegian is the world's fifth largest low-cost airline and carried over 37 million passengers in 2018. 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 160 aircraft, with an average age of 3.8 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 11,000 people worldwide.

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