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# Norwegian Reward Named Airline Program of the Year at the 2017 Freddie Awards

## – Norwegian Reward Visa named Best Loyalty Credit Card –

**NEW YORK (APRIL 28, 2017)** – [Norwegian Reward](#), the loyalty program of the [World’s Best Low-Cost Long-Haul Airline](#) and [Europe’s Best Low-Cost Airline](#), won Program of the Year Europe/Africa and Norwegian Reward Visa was named Best Loyalty Credit Card Europe/Africa last night at the 2017 Freddie Awards. The program was also the runner-up in the Best Redemption Ability category, and one of four nominees in the Best Promotion, Best Elite Program and Best Customer Service Europe/Africa categories.

The Freddie Awards are the most prestigious member-generated honor for travel loyalty programs. They are voted on by more than 4.2 million members worldwide who rank the features of airline and hotel loyalty programs to determine the winners. In the Best Loyalty Credit Card category, the Norwegian Reward Visa card from Bank Norwegian was the only low-cost airline nominee.

“We’re extremely honored to win this prestigious award in the most esteemed category, Airline Program of the Year, as well as have our Bank Norwegian card named Best Loyalty Credit Card. But most importantly, we’re immensely grateful to receive such strong support from our loyal members. These wins and nominations allow us to thrive, become an even better program, and continuously improve our offerings and rewards,” said Brede Huser, Senior Vice President, Norwegian Reward.

In 2016, Norwegian Reward won the Best Up-and-Coming Award and was the runner-up in the Best Airline Program of the Year – Europe/Africa category. The program has grown significantly in recent years, and this year alone, Reward welcomed 500,000 new members. In the United States, Reward now has more than 350,000 members who contribute to the 5.5 million worldwide membership base.

Norwegian Reward is free to join and members earn CashPoints, the program’s currency, when booking Norwegian flights, reserving hotel rooms and renting cars with partner organizations. Members can then use CashPoints as full or partial payment on all Norwegian flights without any restrictions, which is unlike other loyalty programs. Additionally, members can choose from a new reward every sixth flight of either free baggage, free fast track, free seat reservation or a CashPoint boost, which is valid for use for up to 12 months.

Norwegian Reward members are able to earn CashPoints on any of Norwegian’s 48 transatlantic flights from 13 U.S. airports to Denmark, France, Ireland, Norway, Spain, Sweden and the United Kingdom, or the seven routes to the French Caribbean. Norwegian has the following upcoming 2017 launches from the U.S.: Los Angeles to Barcelona (June 5); New York/Newark to Barcelona (June 6); Oakland/San Francisco to Barcelona (June 7); Newburgh/Stewart to Edinburgh (June 15); Providence to

Edinburgh (June 15), Hartford to Edinburgh (June 17); Newburgh/Stewart to Belfast (July 1); Newburgh/Stewart to Dublin (July 1); Providence to Belfast (July 1); Providence to Bergen (July 1); Providence to Cork (July 1); Newburgh/Stewart to Bergen (July 2); Newburgh/Stewart to Shannon (July 2); Providence to Dublin (July 2); Providence to Shannon (July 3); Orlando to Paris (July 31); Fort Lauderdale to Barcelona (August 22); Denver to London (September 16) and Seattle to London (September 17).

Norwegian operates one of the world's youngest fleets comprised of brand new [Boeing 787 Dreamliners](#) on long-haul flights, which include both a [Premium](#) and an Economy cabin.

### **About Norwegian Reward**

Norwegian Reward is the award-winning loyalty program of Europe's third largest low-cost airline, Norwegian. The loyalty program launched in 2009 and currently has 5.5 million members worldwide who earn CashPoints which helps reduce the cost of travel with Norwegian. Norwegian Reward won the Airline Program of the Year and Best Loyalty Credit Card Europe/Africa at the 2017 Freddie Awards, following the Best up-and-coming Award at the 2016 Freddie Awards.

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### **About Norwegian**

Norwegian is the world's sixth largest low-cost airline and carried 30 million passengers in 2016. The airline operates 500 routes to more than 150 destinations in Europe, North Africa, Middle East, Thailand, Caribbean and the U.S. Norwegian has a fleet of 130 aircraft, with an average age of 3.6 years, making it one of the world's youngest fleets. Norwegian was named the [Most Fuel-Efficient Airline on Transatlantic Routes](#) by the International Council on Clean Transportation (ICCT). Norwegian was named the World's Best Low-Cost Long-Haul Airline by the renowned SkyTrax World Airline Awards in 2015 and 2016, and for the fourth consecutive year, named Europe's Best Low-Cost Airline. Norwegian employs 7,000 people. The airline offers 40 nonstop routes from the U.S. to London, Paris, Scandinavia and the Caribbean. Follow [@Fly\\_Norwegian](#) on Twitter, join

the discussion on [Facebook](#) and keep up with our adventures on [Instagram](#).  
For more information on Norwegian and its network, visit [norwegian.com](http://norwegian.com).

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