



Norwegian Reward wins Program of the Year Europe & Africa at the 2018 Freddie Awards

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Norwegian Reward Named Program of the Year Europe & Africa at 2018 Freddie Awards

NEW YORK (APRIL 27, 2018) – [Norwegian Reward](#), the award-winning loyalty program of the [World's Best Low-Cost Long-Haul Airline](#) and [Airline of the Year 2017](#), won Program of the Year Europe & Africa at the 2018 Freddie Awards. Norwegian Reward's holiday campaign, the Christmas Advent Calendar, won Best Promotion.

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

travel loyalty programs. They are voted on by more than 4.4 million members worldwide who rank the features of airline and hotel loyalty programs to determine the winners.

“It’s truly amazing to see that Norwegian Reward won Program of the Year for the second year in a row at the Freddie Awards. We are extremely proud that our hard work continues to be recognized by this prestigious institution,” said Brede Huser, Managing Director, Norwegian Reward. “We’ve worked tirelessly to create a comprehensive loyalty program, and we will continue to improve our offerings and membership rewards to meet the needs of the modern traveler.”

Norwegian Reward [won Program of the Year Europe & Africa](#) and 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 won the Best Up-and-Coming Award and was the runner-up in the Best Airline Program of the Year Europe & Africa category. As indicated by each year’s rankings, Norwegian Reward has grown significantly in recent years. The program now has more than 7.4 million members worldwide, 10% of whom are based in the United States. Last month alone, Reward welcomed almost 41,000 U.S. members.

Norwegian Reward is free to join and members earn CashPoints, the program’s digital currency, every time they fly, stay at a hotel or drive a car. Redeeming CashPoints is simple and they can be used just like cash on any flight at any time to any of Norwegian’s destinations. 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 also made several enhancements to the program, including introducing Reward Family accounts and Limited Edition Rewards campaign. With the [Reward Family Accounts](#) feature, members can pool CashPoints together within groups of family or friends of up to seven people to jointly earn points which can then be spent to reduce the cost of Norwegian flights. The [Limited Edition Rewards campaign](#) allows frequent flyer members to earn upgrades and free flights in two ways. For those members who fly 10 round-trips with Flex tickets in 2018, they will receive a Premium upgrade in 2019. For those members who fly 20 round-trips and earn a minimum 3,000 CashPoints on flight tickets, they will get a long-haul

ticket in 2019.

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 2007 and currently has more than 7.4 million members worldwide who earn CashPoints which helps reduce the cost of travel with Norwegian. Norwegian Reward won Program of the Year Europe & Africa and Best Promotion for the Christmas Advent Calendar at the 2018 Freddie Awards and Airline Program of the Year and Best Affinity Credit Card Europe & Africa at the 2017 Freddie Awards. 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/us.

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