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Norwegian Reward Reaches One Million Members in the U.S.

NEW YORK CITY (December 18, 2018) – Norwegian Reward, the [award-winning loyalty program](#) of Norwegian Air, the [World's Best Low-Cost Long-Haul airline](#), has reached a milestone of one million members in the United States. Norwegian Reward is one of the most generous and dynamic loyalty schemes available to travelers with its signature CashPoints that are as

good as cash - used to purchase part or an entire plane ticket at any time, no restrictions. The recent launch of [Reward eShop](#) now offers even more convenient ways to earn CashPoints.

Introduced to the U.S. market in 2013 without consumer advertisements or promotions, the airline's loyalty program grew significantly from organic and word-of-mouth awareness in a few short years. The increase in membership can also be attributed to Norwegian's enhanced brand presence in the U.S., as well as its rapid expansion to leading gateways and more nonstop routes to Europe and the French Caribbean than any foreign airline.

"Norwegian Reward has made remarkable strides over the years to push the boundaries of travel benefits. The generosity of our program is unmatched, enabling Americans to travel affordably or free faster than they would with competing loyalty programs. We view our members as savvy, in-the-know consumers, who are seeking high-quality experiences but without the high price tag. This inside track is now one million strong and we celebrate each of them as we encourage new travelers to sign-up today," said Brede Huser, Chief Sales and Marketing Officer, Norwegian.

Free to join, Norwegian Reward is one of the most flexible loyalty programs where members can easily earn CashPoints through booking Norwegian flights, partner hotels, renting cars and online shopping with the recently added Reward eShop. Now members can shop from over 550 top national retailers including Bloomingdales, Bed Bath & Beyond, Macy's, Home Depot, Apple, Target, Kiehl's and more to earn a percentage of total spend in CashPoints. Accrued CashPoints can be applied to future flights to cover partial fares, or an entire fare or can be used to pay for extras such as checked baggage and seat reservation without any restrictions.

Norwegian is the fastest-growing foreign airline in the U.S. The airline offers flights from 17 airports in the United States, and offers more than 50 nonstop routes to Europe, as well as four routes from the U.S. to Guadeloupe and Martinique in the French Caribbean, and three routes out of Canada. In November, the airline [announced its expansion](#) to leading airports including San Francisco International Airport and Miami International Airport, as well as adding two new nonstop routes from Boston Logan International Airport to Rome and Madrid.

Norwegian Reward has nearly nine million members worldwide earning exclusive benefits and cost savings on Norwegian flights. Members can also choose a new Reward after every sixth flight—including either free baggage, free seat reservation, free Fast Track or a CashPoint boost. Each Reward is valid for unlimited use for 12 months.

To sign up for Norwegian Reward and learn more about Reward eShop visit the dedicated website norwegianreward.com and to book flights on Norwegian, go to Norwegian.com.

[Click here](#) to watch a quick video on Norwegian Reward or see below.



[Watch video on YouTube here](#)

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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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