

norwegian



There is strong public support for Norwegian's plans for low-cost transatlantic flights from Cork Airport, new survey reveals.

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Survey Says: Strong Support for Norwegian's New Planned Transatlantic

Flights to Cork Airport

NEW YORK (JUNE 2, 2016) – Norwegian, [the world's best low-cost long-haul airline](#), received strong support from the Irish public for its plans to provide low-cost transatlantic service to Cork Airport, a new survey revealed.

In [September 2015](#), Norwegian announced plans to launch service from Boston and New York to Cork in 2016 and 2017, respectively. The airline is also looking at further transatlantic flights to Shannon Airport in the future. Norwegian hopes to start transatlantic flights to Cork Airport later this year, once the U.S. Department of Transportation has awarded a foreign carrier permit to the airline's Irish-based subsidiary, Norwegian Air International.

In a new survey administered by the leading Irish research company Red C, a nationally representative sample of 1,004 adults aged 18 and older from across the Republic of Ireland was asked about their views on the new planned service. The polling sample also included approximately 280 Munster residents.

Results from the Munster residents polled reveal that:

- **58%** said they were aware of Norwegian's plans for new U.S. flights from Cork and Shannon
- **96%** felt that it was important to have U.S. routes from Cork and Shannon Airports
- **89%** felt that a low-cost offering on transatlantic routes is needed in the Irish market
- **More than three-quarters (82%)** of Munster residents said that, if they were to fly to Boston or New York in the next 12 months, they would use Norwegian's proposed services from Cork

The survey results across the broader nation-wide sample of 1,004 adults also revealed strong support throughout Ireland for Norwegian's service. Results from the nation-wide polling across the Republic of Ireland reveal that:

- **86%** felt that it was important to have U.S. routes from Cork and Shannon airports, with 64% agreeing strongly
- **86%** felt that a low-cost offering on transatlantic routes is needed in the Irish market, with 68% agreeing strongly
- **More than half (56%)** of all Irish residents surveyed said that, if they were to fly to Boston or New York in the next 12 months, they would use Norwegian's planned services from Cork or Shannon

“Our plans for low-cost transatlantic flights to Cork has already received widespread support from the Irish Government, aviation authorities, airports and travel groups – this new survey reveals that the new flights also have broad public support, with passengers eager to benefit from affordable, direct new routes,” said Norwegian CEO Bjørn Kjos. “As we await a final decision from the U.S. authorities, this survey is a timely reminder that the views and needs of passengers should be put first. We are confident the U.S. Department of Transportation will approve Norwegian Air International’s application, which will create new jobs, more competition and affordable fares to consumers on both sides of the Atlantic.”

“The research carried out by Norwegian reinforces our long held view that transatlantic services will be a hugely positive asset to our route network at Cork Airport and there is a strong demand for these to start as soon as possible. Low cost transatlantic services from Cork will shake up the Irish marketplace and increase the choice, options and competition for consumers on both sides of the Atlantic,” Niall MacCarthy, Managing Director at Cork Airport said. “These new transatlantic services have been a long time coming and we’ve been working tirelessly with Norwegian as well as key stakeholders in Ireland, Europe and the U.S. to get the necessary U.S. Department of Transportation approval. We’d urge the U.S. authorities to make a positive announcement as soon as possible so these historic services to Boston and New York can finally become a reality.”

Notes to Editors

RED C interviewed a randomly selected and representative sample of 1,004 adults aged 18+ in the Republic of Ireland between the 23rd and 26th May 2016. Quotas were set and data weighted by age, gender, social class and region, based on the latest CSO projection to ensure the final sample is nationally representative of adults aged 18+ in the Republic of Ireland. The margin of error on the results is +/- 3%.

About Norwegian

Founded in 1993 and headquartered in Oslo, Norway, award-winning Norwegian Air Shuttle is the third largest low-cost carrier in Europe and the world’s sixth largest. Norwegian offers more nonstop European destinations from the United States than any other European airline with seamless connections across the continent. Norwegian offers 40 nonstop routes from the U.S. to London, Paris and Scandinavia, as well as six routes from the U.S. to the Caribbean. Onboard features include more legroom than most competitors and free in-flight Wi-Fi on short-haul routes. The airline carried 26 million passengers in 2015 on the world’s most modern and eco-friendly fleet to its network that stretches across Europe into North Africa and the Middle East, as well as long-haul flights to the U.S. and Southeast Asia – a

total of more than 440 routes to over 130 destinations. Over 5,500 people in Scandinavia, Europe, Asia, and the U.S. work for Norwegian. 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](#).

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