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Norwegian increases frequent flyer incentives for corporate customers

Low-cost airline Norwegian has increased the amount of rewards companies can earn on all flights. Flights to long-haul destinations are also now included for the first time offering a huge boost to business travellers using Norwegian's links to key business destinations like New York, LA and Boston.

Norwegian offers some of the most generous reward schemes in the skies, allowing passengers and companies to earn CashPoints which can be used to make cost savings on all Norwegian flights at any time.

The level of CashPoints companies can earn has now been increased in Norwegian's two corporate agreements for companies to sign up to at Norwegian.com:

- **The Corporate Bonus scheme**, where companies earn rewards for all flights booked by the company, their employees or through their travel agency. Rewards on the Corporate scheme have now been increased allowing companies to earn 12% CashPoints on Premium and Economy Flex tickets to all destinations.
- **The Direct Discount scheme**, where companies can enjoy an immediate discount applied to every flight a company books. The Discount scheme has now been increased, allowing companies to earn an 8% discount on Premium and Economy Flex tickets to all destinations.

Lars Sande, SVP of Sales and Distribution at Norwegian said: “No other airline can offer a compelling low-cost business travel proposition like Norwegian. Our business customers can enjoy brand new aircraft equipped with free WiFi on all European flights and we fly direct to the world's top business destinations including London, New York and Berlin at affordable fares.

“With this in mind, we are making business travel even more accessible by increasing the number of rewards companies can earn. By also allowing businesses to earn rewards from flying long haul to cities like Boston from May 2016, companies can benefit from their loyalty and remain productive while flying high with us.”

Members of Norwegian's popular loyalty programme, [Norwegian Reward](#) can also earn CashPoints up to 30 days after departure.

Norwegian in the UK:

Norwegian first launched UK flights in 2003 and is Europe's third largest low-cost airline. The carrier operates from London Gatwick, Edinburgh, Birmingham and Manchester Airports to 34 destinations worldwide.

- Norwegian is **the third largest airline at London Gatwick**, with 3.4 million yearly passengers as of June 2015, and with 130 pilots and 300 cabin crew working from its Gatwick base
- In 2014, Norwegian introduced the **UK's first low-cost, long haul flights to the U.S.** flying directly from Gatwick to New York, Fort Lauderdale and Los Angeles
- Norwegian is the only airline to offer **free inflight WiFi** on UK flights to 29 European destinations
- The airline has one of the **youngest aircraft fleets in the world** with an average age of four years, including next-generation Boeing 787 Dreamliners and Boeing 737-800s
- Norwegian has been **voted 'Europe's best low-cost carrier' by passengers** for three consecutive years at SkyTrax World Airline Awards, and was also the first airline to be awarded the **'World's best low-cost long-haul airline'** in 2015 by SkyTrax.

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