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Norwegian launches new route from Edinburgh to Billund, Denmark

Norwegian strengthens its presence in the UK with a new route from Edinburgh to Billund in Denmark, making it the airline's fourth direct connection from the Scottish capital to the Nordics.

“The direct route will make it easier for Danes to experience history, culture, cuisine, and the stunning landscapes of Edinburgh and the Scottish Highlands – an unforgettable travel experience. Likewise, we hope to welcome on board many Scots travelling to Billund, one of the most popular family destinations in Scandinavia, known for its many attractions and famous

theme parks. It is home to LEGOLAND, making it a dream holiday destination for families,” said Magnus Thome Maursund, Chief Commercial Officer at Norwegian.

The route between Edinburgh and Billund is one of ten new routes Norwegian is launching from Billund to popular destinations across Europe. Norwegian sees significant potential in Billund and the surrounding region, which is both an attractive destination for travellers from around the world and an area with a strong and active business community. At the same time, this expansion sends a clear signal of the company's commitment to Denmark.

Billund is located in the heart of Jutland and is known as Denmark's capital of play and creativity. The city is home to LEGOLAND®, one of the country's most visited attractions, drawing millions of visitors each year. In addition, Billund boasts the LEGO® House – an interactive experience centre dedicated to the iconic building bricks. The town also offers family-friendly waterparks, wildlife zoos, and scenic countryside perfect for cycling and outdoor activities. With a modern airport and excellent connections, Billund serves as a gateway to the wider Jutland region. For both families and travellers seeking culture, fun, and relaxation, Billund has become a must-visit destination in Northern Europe.

In September, Norwegian launched its summer programme with increased capacity between the UK and the Nordic countries, offering direct year-round flights from London, Manchester, Edinburgh, and Newcastle to Nordic capitals and key cities.

UK departures and destinations

From Edinburgh

Denmark: Copenhagen and **Billund**

Norway: Bergen and Oslo

Sweden: Stockholm

From London (Gatwick)

Denmark: Billund and Copenhagen

Norway: Ålesund, Bergen, Oslo, Stavanger, Trondheim

Sweden: Gothenburg and Stockholm

Finland: Helsinki

From Manchester

Denmark: Copenhagen

Norway: Oslo, Stavanger, Bergen

Sweden: Stockholm

From Newcastle

Denmark: Copenhagen

About Norwegian

The Norwegian group is a leading Nordic aviation company, headquartered at Fornebu outside Oslo, Norway. The company has over 8,200 employees and owns two of the prominent airlines in the Nordics: Norwegian Air Shuttle and Widerøe's Flyveselskap. Widerøe was acquired by Norwegian in 2024, aiming to facilitate seamless air travel across the two airline's networks.

Norwegian Air Shuttle, the largest Norwegian airline with around 4,700 employees, operates an extensive route network connecting Nordic countries to key European destinations. In 2024, Norwegian carried 22.6 million passengers and maintained a fleet of 86 Boeing 737-800 and 737 MAX 8 aircraft.

Widerøe's Flyveselskap, Norway's oldest airline, is Scandinavia's largest regional carrier. The airline has more than 3,500 employees. Mainly operating the short-runway airports in rural Norway, Widerøe operates several state contract routes (PSO routes) in addition to its own commercial network. In 2024, the airline had 3.8 million passengers and a fleet of 49 aircraft, including 46 Bombardier Dash 8's and three Embraer E190-E2's. Widerøe Ground Handling provides ground handling services at 41 Norwegian airports.

The Norwegian group has sustainability as a key priority and has committed to significantly reducing carbon emissions from its operations. Among

numerous initiatives, the most noteworthy is the investment in production and use of fossil-free aviation fuel (SAF). Norwegian strives to become the sustainable choice for its passengers, actively contributing to the transformation of the aviation industry.

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