



May 02, 2025 13:00 BST

Norwegian Reward with four awards at international ceremony

Norwegian's loyalty program, Norwegian Reward, won four awards at the Freddie Awards. The awards are among the most internationally recognised in the travel industry, and this year, Norwegian Reward took home wins in the categories "Program of the Year," "Best Customer Service," "Best Loyalty Credit Card," and "Best promotion."

"Receiving Freddie Awards is a tremendous honour and a meaningful validation of our loyalty programme, especially since it's driven solely by our members' votes. We've put a lot of effort into delivering greater value to our

loyal travellers, and it's incredibly rewarding to see that recognised. This award is especially meaningful as it comes on the heels of last year's launch of Spenn, our new Nordic loyalty currency, which gives our members greater value and more opportunities to earn and spend points. A heartfelt thank-you goes to all our crew and colleagues across the company—these awards reflect their dedication and the experience they help create every day". Said Cecilie Nybø Carlsen, VP of Products and Customer Experience in Norwegian when speaking at the award ceremony in Chicago.

Norwegian Reward was nominated in six categories in the Europe and Africa category for airlines, and over four million votes were collected from frequent travellers around the world during the voting period.

The Norwegian Reward loyalty program has existed since 2007. Since its inception, the program has continuously adapted to meet customers' needs and expectations.

In 2023, Norwegian Reward renewed its loyalty program. Customers gained greater flexibility to choose among benefits, and the program became more attractive to business travellers.

Last year, Norwegian and Strawberry launched the loyalty currency Spenn. Spenn allows members to use earned points across both flights and hotel stays. Recently, it was announced that Reitan Retail will also become a co-owner of Spenn, expanding the collaboration to include grocery, fuel, and other sectors.

Norwegian Reward has previously won the "Program of the Year" award four times at the Freddie Awards, which is the main award in the Europe & Africa category for airlines. In 2020, Norwegian Reward won in the categories "Best Promotion" for the advent calendar, as well as "Best Customer Service" and "Best Loyalty Credit Card." In 2023, it won the prize for "Best Loyalty Program." Over the years, Norwegian Reward has received several other awards as well.

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.

Contacts



For journalists only

Press Contact

Norwegian Press Office

press@norwegian.com

+47 815 11 816



Marketing/sponsorship requests: marketing@norwegian.com

Press Contact

Marketing/sponsorship requests: marketing@norwegian.com