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Spenn loyalty currency launches in the Nordics

Norwegian and Strawberry's new digital loyalty currency, Spenn, has been launched in the Nordic market. Spenn will make it easier to earn and use points across loyalty programmes, beginning with flights and hotel stays.

Norwegian and Strawberry's loyalty programmes are now using Spenn. The ambition is to create a loyalty currency that can be used across a wide range of well-known brands and partners in the Nordics. Norwegian Reward members will be able to earn and use Spenn on flights and hotel stays. Eventually, members will also be able to earn and use Spenn with several

new partners.

“We’ve been looking forward to this day since we first announced our collaboration with Strawberry. We want to challenge established loyalty programmes with Spenn, by creating a loyalty currency that gives our members flexibility and choice beyond what is currently available in the market. Spenn will give all our, and Strawberry’s, members more and better experiences going forward,” said Geir Karlsen, CEO of Norwegian.

Starting today, members of both Norwegian and Strawberry’s loyalty programmes, about seven million members in total, can download the Spenn app. With a few simple steps, they can connect their existing Norwegian and Strawberry membership accounts and start earning and spending Spenn immediately. Norwegian Reward members will gain access to Spenn gradually throughout the launch day.

About Spenn and Norwegian Reward

Norwegian Reward members will earn Spenn on their flights from now on. Previously earned CashPoints will still be available for use with Norwegian and its partners as before. Those qualifying for Norwegian Reward benefits will keep these, but the “extra CashPoints” benefit will be replaced with an “extra Spenn” benefit. It is still possible to earn CashPoints with the Bank Norwegian card and a number of other Norwegian Reward partners.

Members can use Spenn to part-pay from launch. Just like with CashPoints, Spenn can be used on all Norwegian flights with seat availability with no minimum spend.

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 2023, Norwegian carried over 20 million passengers and maintained a fleet of 87 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 2023, the airline had 3.3 million passengers and a fleet of 48 aircraft, including 45 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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