Fly, Stay and Relax: JetBlue Enhances Getaways Vacations

Jan 20, 2011

Fly, Stay and Relax: JetBlue Enhances Getaways Vacations

-- Airline introduces Getaways Best Price Guarantee (a) and creates an exclusive 24-hour support desk dedicated to Getaways customers (b) --

-- Members of the airline's customer loyalty program, TrueBlue, can now earn points on their entire purchase, both air and ground, when booking JetBlue Getaways --

-- $100 off any vacation package booked today and through Jan. 27, 2011 (c) at www.jetblue.com/vacations --

NEW YORK, Jan. 20, 2011 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU) today introduces new enhancements to its Getaways Vacations product including the Getaways Best Price Guarantee, offering the lowest available price on vacation packages and flights, and an exclusive 24-hour support desk dedicated to Getaways customers before, during and after their trip. JetBlue Getaways offers vacation packages across 36 destinations throughout the U.S., Mexico, Latin America and the Caribbean with exclusive deals on flights and directly contracted hotels.

(Logo: http://photos.prnewswire.com/prnh/20090217/NY71475LOGO-b)

JetBlue Getaways offers a complete vacation package, with airfare, ground transportation, hotel stays and more. Members of the airline's customer loyalty program, TrueBlue, can also earn six points for every dollar spent on vacation packages, earning reward travel twice as fast. To enroll in TrueBlue or to learn more about the program, visit www.jetblue.com/trueblue.

"JetBlue intends to bring humanity back to vacation travel by offering a complete experience from the air to the beach," said Grant McCarthy, director of JetBlue Getaways. "We know our customers want an easy-to-book experience and peace-of-mind so they can enjoy every aspect of their getaway. We are happy to offer these new enhancements, aimed at taking the stress off the vacation planning process and saving them valuable time and money."

Customers can check out JetBlue Getaways' new look at www.jetblue.com/vacations, where they can also find their ideal vacation by taking the 'Experience Quiz,' a new tool designed to optimize individual preferences to offer a customized vacation solution. To celebrate these new features, JetBlue Getaways is offering $100 off vacations booked today through January 27 for travel today through Sept. 6, 2011. Additionally, customers who book a vacation will be rewarded with a $50 discount, good for a future getaway (d). Vacation packages start as low as $139 (e) at 1-800-JETBLUE, option 3, or www.jetblue.com/vacations.

JetBlue Getaways comes with JetBlue's award-winning customer service and product, including a live in-flight entertainment system with more than 140 channels of free programming on personal seatback TVs and reasonably priced first-run JetBlue Features movies from major Hollywood studios for a small charge (f).Customers also enjoy comfy leather seats that go easy on the legs with the most legroom in coach of any U.S. carrier (g) and unlimited complimentary snacks and drinks for the ride.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the sixth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) and super-spacious Even More Legroom seats. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 63 cities with more than 600 daily flights. Later this year JetBlue plans to introduce service to Providenciales, Turks & Caicos; Anchorage, Alaska; and Martha's Vineyard, Mass. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information call +1 800 538 2583 from the U.S.A., TTY/TDD +1 800 336 5530, or visit www.jetblue.com.

(a) Terms and conditions apply. See www.jetblue.com/vacations/best-price

(b) Available starting 1/23/11.

(c) Offer ends 1/27/11. Valid on new bookings only and for travel 1/20 - 9/6/11. Restrictions apply. See www.jetblue.com/vacations/sale/100sale for details.

(d) Offer valid 12 months from date of receipt of reservation confirmation email; see email for details and offer code. Code valid for new bookings only. Restrictions apply. See full Getaways Terms and Conditions.

(e) Sample package price found on 1/20/11 for travel departing BUR on 2/6 - 2/8/11; may not represent current savings; based on per person; double

occupancy at Excalibur Hotel and Casino. Subject to availability, restrictions apply. See full Getaways Terms and Conditions.

(f) Live satellite TV and radio programming is not available on flights outside the continental U.S.

(g) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.

SOURCE JetBlue Airways

Powered by SITECORE