JetBlue Airways Expands Its State-of-the-Art Training Facility With the Opening of The Lodge at OSC in Orlando

Mar 02, 2015

The Award-Winning Airline Grows JetBlue University and Increases Commitment to its Unique Collaborative Culture With a Hotel for Crewmembers

ORLANDO, FL -- (Marketwired) -- 03/02/15 -- JetBlue Airways (NASDAQ: JBLU) today opened the doors to its new crewmember hotel -- The Lodge at OSC (Orlando Support Center) -- located on the airline's state-of-the-art JetBlue University training campus. JetBlue's investment in The Lodge reinforces the airline's commitment to its differentiated culture by ensuring crewmembers are immersed in that culture throughout their training at JetBlue University.

The new four-story, 196-room hotel will be home to the more than 7,000 crewmembers that visit the training facility each year for new-hire orientation and recurrent training. The Lodge at OSC will be managed by Pyramid Hotel Group and will operate as a boutique hotel, with every element thoughtfully designed to reinforce JetBlue's values, inspire collaboration and team building, and deliver the JetBlue Experience to the airline's own crewmembers.

JetBlue is best known for its award-winning service and unique culture. Understanding JetBlue's distinctive culture and customer experience begins on every crewmember's first day as the airline sends its approximately 400 new hires every month to Orlando for onboarding at JetBlue University. Additionally, inflight crewmembers and pilots attend recurrent training there throughout the year. Other support staff and business partners also visit the Orlando campus regularly for related airline business.

"JetBlue's distinct culture literally starts from day one. Instead of ending collaboration as crewmembers disperse for the night, we can continue to build lasting relationships in our very own lodging facility," said Warren Christie, senior vice president, safety, security and training, JetBlue Airways. "With the Lodge we are investing in our most important asset -- our people. This facility will help strengthen our Orlando campus, offering crewmembers continued exposure to our culture, our brand and who we are as a company. "

The airline's executive leadership team including JetBlue's president and chief executive officer try to attend each and every new-hire orientation to personally welcome new crewmembers. JetBlue's senior leaders like to develop a personal connection with new crewmembers and introduce the company's values and unique culture from the beginning.

Committed to Orlando as a JetBlue Focus City

Orlando is one of JetBlue's six focus cities. JetBlue currently employs nearly 1,400 crewmembers in Central Florida at its Orlando Support Center, JetBlue University, Orlando International Airport and its Orlando maintenance hangar. JetBlue University opened in 2005, the Orlando bilingual contact center opened in 2013, and JetBlue's Orlando maintenance hangar opened in 2014. Frontline crewmembers, including pilots and flight attendants, attend training at JetBlue University before they step into uniforms and out into the airport environment. The Lodge symbolizes the next phase of JetBlue's growth in the Sunshine State. Over the next five years, the airline will welcome 500 new crewmembers to JetBlue to support its Orlando training and support center needs.

Congressman John Mica stated, "It is great to see JetBlue continue to develop and further expand its operations here in Central Florida. JetBlue is a strong contributor to our local economy, employing more than 1,400 local residents, and that role continues to grow. This facility promises to add to this growing footprint in our community and create a key hub for JetBlue personnel and pilots. I look forward to working with JetBlue as they continue to grow and provide outstanding service to its customers."

"Orlando is a critical destination center for families, both domestic and international tourists, and working professionals. JetBlue's increased presence at the Orlando International Airport, particularly with the opening of their new hotel for flight crew in training, The Lodge at OSC, is a welcome addition as it enhances economic growth and opportunity in Central Florida," said Congressman Daniel Webster.

The customer-centric airline broke ground on the new lodge in November 2013 and its opening is a testament to JetBlue's commitment to its Orlando focus city where it has created construction jobs plus nearly 70 permanent new jobs for Central Florida residents. JetBlue University is situated on seven acres of property adjacent to Orlando International Airport.

"Since I took office, I have worked to diversify our economy, revitalize Downtown and support arts, culture and entertainment amenities to create a City that offers a high quality of life for everyone who lives, works and plays in Orlando," said Orlando Mayor Buddy Dyer. "It is rewarding to see that these investments are paying off, with national corporations, like JetBlue, expanding their investment in Orlando and bringing not only further enhanced travel and jobs for our residents, but also continuing to make a significant economic impact in our community."

Thoughtful Design Supports Culture and Care for Environment

To make it feel more like home, the 115,000 square foot Lodge was designed to have a warm, fresh feel, perfect for rest and collaborative study. The Lodge

echoes JetBlue's unique style exemplified in its home terminal -- Terminal 5 at New York's John F. Kennedy International Airport, its support centers and aircraft interiors. The facility offers an extension of learning in an expansive and open environment where crewmembers can gather, connect, and celebrate. Guestrooms offer bright thoughtful touches to make the most of crewmembers' stays.

The Lodge was designed with culture, sustainability and collaboration in mind and features stand-out amenities with a JetBlue flair such a full-service restaurant and lounge, a tailfin-shaped pool, a fitness center, softball field, a pool, an outdoor fire pit. The guest rooms offer a simple, clean, boutique hotel aesthetic that is unmistakably JetBlue.

The design concept of The Lodge at OSC was developed by architecture firm Gensler, creators of JetBlue's acclaimed JFK Terminal 5, and includes sustainable sensibilities including technologies that will help reduce the building's environmental impact throughout its lifespan. With a focus on wellness, guests are encouraged to take advantage of the Florida climate for exercise and outdoor enjoyment. The final design execution was completed by BRPH, a local full-service design firm in Melbourne, which also designed the JetBlue University training center.

Environmentally-friendly and wellness features include:

- Recycling collection
- Use of city reclaimed water for irrigation system
- Landscape designed with minimal irrigation local native plant species On site citrus and herb gardens for the chef and locally grown and sourced food choices
- Hand dryers to reduce paper use and low flow toilets and waterless urinals
- A walking track and bicycles for use on local roads
  - Refillable glass water bottle system to reduce plastic bottle waste inside the facility
  - Interior finish items selected with pre and post-consumer recycled content including carpet, tile, ceiling tiles, etc.
  - Interior and exterior LED lighting, high efficiently central HVAC system, light harvesting blinds and lighting control systems

The construction of The Lodge at OSC was a partnership between JetBlue and several business partners including Gensler architecture firm, architecture and engineering design firm BRPH, Turner Construction Company, Pyramid Hotel Group and Greater Orlando Aviation Authority (GOAA).

"This new lodging facility on the JetBlue University campus at Orlando International Airport is a beautiful and significant addition to the airline's state-of-the-art training program," said Frank Kruppenbacher, Chairman of the Greater Orlando Aviation Authority. "It reaffirms the airline's commitment to maintaining a high level of employee performance and complements Orlando International's efforts to provide exemplary customer service. "

About JetBlue Airways

JetBlue is New York's Hometown Airline™, and a leading carrier in Boston, Fort Lauderdale/ Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 30 million customers a year to 87 cities in the U.S., Caribbean, and Latin America with an average of 825 daily flights. Upcoming destinations include: Cleveland on April 30; Reno-Tahoe, Nev. on May 28; and Grenada on June 11, 2015 (subject to receipt of government operating authority). For more information please visit JetBlue.com.


```
MEDIA CONTACTJetBlue Corporate Communications Tel: +1 718 709 3089corpcomm@jetblue.com
```


Source: JetBlue

Powered by SITECORE