JetBlue Shakes Up Busy Boston and New York-LGA Corridor With Customers in Mind

Oct 31, 2016

Customers on the Route Will Enjoy Special Perks: A Free Hot Coffee Before Boarding, A Freshly Baked Twist on the Traditional Bagel, Complimentary Wine and Beer, and Bonus TrueBlue Points

Route is First to Expand JetBlue's Free High-Speed Fly-Fi® From Gate to Gate

NEW YORK--(BUSINESS WIRE)-- At the launch of its new service between Boston Logan International Airport (BOS) and New York's LaGuardia Airport (LGA) today, JetBlue (NASDAQ: JBLU) unveiled new perks unique to the popular business route – making its competitive prices and customer experience an even more attractive alternative to traditional high-cost options.

With fares starting at $49 one-way (a), JetBlue customers flying on the route can pick up a complimentary cup of coffee in the airport terminal; grab a freshly baked twist on the traditional bagel upon boarding; switch on free high-speed Internet access and Amazon Prime streaming entertainment before leaving the ground; and relax with a complimentary wine or beer while inflight.

"Travel between Boston and LaGuardia is ready for a little JetBlue reinvention," said Jamie Perry, vice president marketing, JetBlue. "For years, one of the northeast's busiest travel routes has been plagued by high prices and a lack of creativity. Our Boston-based business customers and anyone who has been forced to pay up or make the long drive will love this new option."

With the launch of the up to six-times daily roundtrip service, JetBlue, New York's Hometown Airline® and the largest carrier in Boston, will be the only airline to operate flights between Boston and all three of New York City's major airports. With up to 20 daily flights JetBlue is providing even more travel options for customers in both of the airline's northeast focus cities.

Introducing Onboard Gate-to-Gate Fly-Fi

The new route will be the first to offer JetBlue's popular free high-speed Fly-Fi from gate to gate, rather than just in the air. Gate-to-Gate Fly-Fi makes fast Internet access and streaming entertainment content available from the time the aircraft pushes back from the departure gate to the time it arrives at the arrival gate. Customers can access Amazon Prime streaming entertainment and other content, or simply check email and news headlines, on the tarmac and while taking off.

Launched in 2013, Fly-Fi uses KA-band satellite technology to offer a broadband Internet experience similar to what customers have at home, including the ability to use multiple devices at once. Previously Fly-Fi availability began at 10,000 feet altitude. JetBlue plans to enable Gate-to-Gate Fly-Fi fleet-wide in the coming months.

Grab a Cup of Joe and Go

Customers flying the route can simply show their boarding pass at participating partners in LaGuardia's terminal B or Boston's terminal C to receive a cup of freshly brewed coffee on their way to the gate.

Grab-and-Go With Freshly Baked Twist from Simit+Smith

JetBlue customers flying between Logan and LaGuardia can indulge in a special complimentary treat from Simit+Smith. A freshly baked simit, a traditional Turkish snack similar to a bagel topped with rolled oats and sunflower seeds, will be available for pick-up as customers board the aircraft. The simit will be accompanied by a delicious jam or mustard, depending on the time of day. JetBlue's free and unlimited brand name snacks will also be available once onboard the flight.

Unwind With Complimentary Wine & Beer Onboard

During flights between Logan and LaGuardia JetBlue customers may select from a variety of wines and beers which will be available on the route free-of-charge. JetBlue offers specially-selected red, white and sparkling wines, as well as a variety of locally-produced craft beers. Complimentary wine and beer will be available in addition to the free and unlimited brand name soft drinks, juice and coffee JetBlue is known for.

Earn Even More TrueBlue Points

Flying between Logan and LaGuardia is a win for TrueBlue loyalty program members, with an opportunity to earn up to 6,000 bonus points (b). Fly the new nonstop route and earn bonus TrueBlue points that combine all the award-winning perks customers have come to expect with some extras that are sure to add up. Earn bonus TrueBlue points when registering, booking and flying by January 31, 2017:

- Fly 1 roundtrip flight (or 2 one-way flights) and earn 1,000 bonus points.

Fly a second roundtrip flight (or 2 more one-way flights) and earn an additional 2,000 bonus points.

Fly a third roundtrip flight (or 4 more one-way flights) and earn an additional 3,000 bonus points.

Enjoy the Legroom, Seatback Television, and Other JetBlue Favorites

Flights between Logan and LaGuardia will be operated on JetBlue's Embraer 190 aircraft, which feature the most legroom in coach (c) and spacious two-by-two seating. All customers are treated to the airline's awarding-winning service, complimentary live television and 100+ channels of SiriusXM® radio at every seat, unlimited name-brand snacks and soft drinks and free Fly-Fi – JetBlue's broadband internet (d).

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 35 million customers a year to 97 cities in the U.S., Caribbean, and Latin America with an average of 925 daily flights. For more information please visit jetblue.com.

(a) Blue fare only. Fare is subject to availability; may not be available on all flights; may change without notice; must be purchased at time of reservation; and is one-way, nonstop, nonrefundable and nontransferable. Reservations made one week or more prior to a flight's scheduled departure may be canceled without penalty up to 24 hours after the reservation is made. Fare does not include fees for checked baggage or other fees for products/services sold separately. To view baggage fees and other optional services and fees, click here. A $25 fee per person applies to fares purchased by phone or at an airport or ticket office. Cancellations/changes must be made prior to scheduled departure (otherwise all money for fare is forfeited); up to $150 change/cancel fee per person will apply, and for changes, there may be a fare adjustment. Cancellations receive JetBlue travel credit, valid for one year. Proper documentation required for boarding. Other restrictions apply.

(b) **1,000/2,000/3,000 Bonus Point Offer Terms:** You must be a TrueBlue Member and register for this promotion at www.trueblue.jetblue.com/web/trueblue/bostonlaguardia prior to booking eligible travel. 1,000/2,000/3,000 bonus point offer valid only for JetBlue flights (one-way or roundtrip) between Boston (BOS) and New York – La Guardia (LGA) that are purchased 10/24/16 – 1/31/17 and flown 10/24/16 – 1/31/17. ("Promotion Period"). TrueBlue number must be entered at time of booking. New bookings only. All Members will earn three base (3) Points per dollar spent on any individual flight operated by JetBlue and purchased under a JetBlue flight number. If those JetBlue operated flights are booked directly on jetblue.com, Members can earn bonus points depending on the fare option selected as follows: Members who have purchased a **Blue** fare can earn an extra three (3) bonus Points per dollar for a total of six (6) Points per dollar, Members who have purchased a **BluePlus** fare can earn an extra four (4) bonus Points per dollar for a total of seven (7) Points per dollar and Members who have purchased a **BlueFlex** fare can earn an extra five (5) bonus Points per dollar for a total of eight (8) Points per dollar. Members who have purchased a **Mint** fare will earn three (3) Points per dollar spent on any individual flight operated by JetBlue, and can earn three (3) bonus Points per dollar for a total of six (6) Points per dollar, if those flights are booked directly on jetblue.com. 1,000/2,000/3,000 bonus points are awarded based on the total number of roundtrip flights booked within the Promotion Period, meaning that Members qualifying for this offer will earn six thousand (6,000) bonus TrueBlue points if they have booked and flown three (3) roundtrip flights or six (6) one-way flights by the end of the Promotion Period. There is a maximum of six thousand (6,000) bonus Points that may be earned within the Promotion Period so no additional bonus Points for this promotion will be earned for a fourth roundtrip flight or more than six one-way flights. Members can still earn bonus points based on the fare option purchased for booking on jetblue.com. All 1,000/2,000/3,000 points are considered bonus points and do not count towards earning Mosaic status; only the three (3) base points per dollar you earn on your individual JetBlue flight count towards Mosaic. Points will be earned on the base fare of the flight only. Points will not be earned on government taxes/fees, travel insurance or other fees or charges (e.g., change/cancel fees, etc.). Offer not valid for previously booked flights or changes to a previously-booked flight. In the event you cancel your reservation or change your reservation so that it no longer complies with the terms of this offer, you will not receive any TrueBlue points from that reservation, and any points already awarded will be debited from your TrueBlue account. Offer does not apply to non-revenue travel (e.g., travel booked with a travel certificate, TrueBlue award flights, etc.); is not valid in connection with other routes, partner or codeshare or interline flights, Getaways vacation packages, cruises, or any other product or service; may not be combined with other special offers; is not redeemable for cash; and has no cash value. TrueBlue account must be in good standing. All deadlines based on Eastern Standard Time. Please allow 4-6 weeks after the promotion for points to be posted to your TrueBlue account. See TrueBlue Terms and Conditions for additional details.

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

(d) Fly-Fi is not available on flight operating outside of the continental U.S. For flights originating outside of the continental U.S., Fly-Fi will be available once the aircraft returns to the coverage area. Fly-Fi is available on most JetBlue-operated flights, with fleet-wide installation complete by the end of 2016.

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JetBlue Corporate Communications
Tel: 718-709-3089
corpcomm@jetblue.com

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