jetBlue

JetBlue Continues to Grow Cuba Presence With New Service to Holguín

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Service Between Fort Lauderdale-Hollywood and Holguín Extends JetBlue Service to Three Cuban Cities, With Havana Starting Late-November

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU) today announced the start of new daily nonstop service between Fort Lauderdale-Hollywood International Airport (FLL) and Holguín's Frank País Airport (HOG) in Cuba. Holguín becomes the third city served in Cuba from the airline's south Florida focus city. With service to Holguín, JetBlue now operate 42 nonstop flights each week between the two countries and more coming in late November with the launch of Havana.

"Each time we launch a new Cuba destination we expand affordable, customer-friendly air service further between the U.S. and Cuba," said Robin Hayes, president and CEO, JetBlue. "These historic flight launches are great news for those traveling between our two countries."

Situated in eastern Cuba, Holguín is the fourth largest city on the island and is located more than 400 miles from Havana. The city center features colonial buildings, plazas and several notable museums. The broader Holguín province is made up of national parks, mountains, nature reserves, beaches and scenic cays.

Holguín, JetBlue's 99th city, joins a growing list of more than 50 nonstop destinations offered from JetBlue's Fort Lauderdale-Hollywood focus city as the airline expands to 140 daily flights in the coming years. For many JetBlue customers across the growing network, Holguín is now a convenient connection away from many JetBlue cities.

"We commend the work of both U.S. and Cuban officials for making today possible. We also commend the Cuban Ministry of Transportation, IACC, and the Holguín Airport for entrusting us to operate this route and look forward to our long-term partnership as we continue to grow our presence in Cuba," said JetBlue President & CEO Hayes.

JetBlue Sets Out toRemove Cost & Complexity for Customers

With affordable fares in each of its Cuban markets, JetBlue has removed the high costs and complexity of travel to Cuba while offering the same award-winning service that has made the airline popular throughout the Caribbean. True to its customer focus, JetBlue is taking a number of steps unique to its Cuba launch to set it apart from competitors known for offering high prices and inferior service:

Affordable fares: JetBlue offers a low starting fare to make Cuba more accessible to those visiting family members or traveling to Cuba for cultural, business or group travel.

Health insurance included: JetBlue includes Cuban government-required health insurance coverage for all travelers on all Cuba-bound flights so that customers do not have to worry about obtaining the insurance separately.

Affidavit in a few clicks: Under U.S. regulations, every customer traveling to Cuba must complete an affidavit affirming the customer is going for one of 12 reasons of approved travel from the U.S. Department of Treasury. JetBlue has built the completion of the affidavit right into the booking process so it can be finished in only a couple of clicks.

Day-of-travel Cuban Tourist Visa (Tourist Card): Separate from the U.S.-regulated 12 categories, Cuba requires visitors to obtain an entrance visa onto the island. For customers who qualify for a Cuban Tourist Visa (Tourist Card), JetBlue will make those available for purchase upon check-in at one of its gateway airports or at the gate for connecting customers on the day of travel. All travelers to Cuba should make their own determination with respect to the appropriate type of visa required by Cuba for their purpose of travel.

Breeze in, breeze out of Fort Lauderdale-Hollywood: Broward County's Ft. Lauderdale-Hollywood International Airport (FLL) is considered South Florida's most convenient airport, centrally located just 30 minutes north of Miami, and 45 minutes south of Palm Beach. With convenient parking located a close walking distance from the terminals, travelers can breeze in and clear security within minutes.

JetBlue to Be Preferred Airline to Cuba, and Throughout Caribbean

In addition to Santa Clara, Camagüey and Holguín, JetBlue will launch service between Havana's José Martí International Airport (HAV) and New York's John F. Kennedy International Airport (JFK), Orlando International Airport (MCO), and Fort Lauderdale-Hollywood later this month. With up to seven daily flights between the U.S. and Cuba JetBlue is committed to investing in and growing new Cuban markets.

JetBlue's commercial service follows nearly five years of successful charter service operating multiple routes between Cuban markets and U.S. cities. In that time, JetBlue has built strong relationships with airport authorities and worked closely together to make the launch of commercial service possible.

Flights between the U.S. and Holguín feature the most legroom in coach (a) and complimentary and unlimited name-brand snacks and soft drinks.

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

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 99 cities in the U.S., Caribbean, and Latin America with an average of 925 daily flights. For more information please visit jetblue.com.

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