JetBlue Vacations and Utrip Launch Artificial Intelligence-Based Trip Planning Portal

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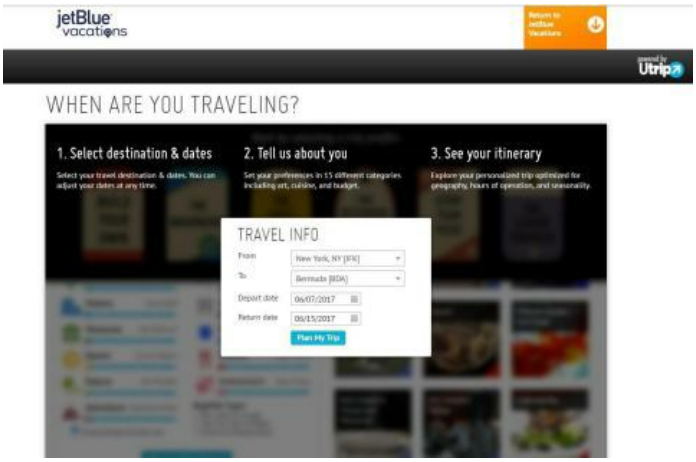
-- Customers Can Build Their Personalized Hour-by-Hour Vacation Itinerary With JetBlue Flights, Hotels and Amenities, In Just a Few Minutes --

-- Utrip Leverages AI Technology and Local Expertise to Help Travelers Discover Must-See Sites, Activities, Events and Restaurants at Their Destination --

-- New Partnership Is a Step Forward in JetBlue Vacations' Effort to Create a True One-Stop Shop for Seamless Travel --

NEW YORK--(BUSINESS WIRE)-- JetBlue Vacations (NASDAQ:JBLU) and Utrip today announced a partnership that helps travelers create a personalized, hour-by-hour vacation itinerary – including JetBlue flights, hotels and other amenities – online in just a few minutes. The trip planning portal, available through JetBlue Vacations, uses artificial intelligence and locally curated recommendations to save customers the legwork that planning a vacation requires.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170613005577/en/



JetBlue Vacations and Utrip partner to help travelers create personalized, hour-by-hour vacation itineraries. (Photo: Business Wire)

The new feature is a step forward for JetBlue Vacations (formerly JetBlue Getaways) and its evolution to offer more personalized trip experiences. JetBlue Vacations is combining technology with JetBlue's award-winning customer service to create a one-stop vacation shop and seamless travel journey.

"When you hear artificial intelligence, it's easy to envision a far-off future seen in the movies," said Umang Gupta, president, JetBlue Vacations. "But AI is ready to change how we now plan travel. Our partnership with Utrip demonstrates that we can transform the vacation experience using both technology and a human touch."

Integrating Utrip into the JetBlue Vacations online experience makes it effortless for travelers to discover destinations in the U.S., Latin America and the Caribbean based on what matters most to them. Through the partnership, travelers using the Utrip feature can book a JetBlue Vacations package and create an itinerary with a curated list of local recommendations.

"At Utrip, we are always striving to make travel an unforgettable experience," said Gilad Berenstein, CEO and Founder of Utrip. "By collaborating with JetBlue Vacations, we're excited to further our commitment to help our partners enhance their relationships with travelers, empowering them to discover new destinations and create lasting memories."

Utrip's vast database of more than 150 destinations has been curated by local area experts. To start planning, travelers go to jetblue.com/vacations and enter their destination and travel dates in the JetBlue Vacations-Utrip portal. Next they rank their travel preferences in sixteen categories, such as history, food, nightlife and budget. Utrip's artificial intelligence algorithm, created by machine learning scientists, sorts through millions of potential combinations of sites, activities and restaurants – offering a suggested daily itinerary with recommended times and maps.

JetBlue Vacations Evolves the Packaged Vacation Model

Enhancing its service to include a more vibrant and dynamic online portal, JetBlue Vacations offers seamless booking, JetBlue's award-winning customer service and competitive prices combined with tailored recommendations and experiences.

JetBlue Vacations is collaborating with JetBlue Technology Ventures, the venture capital subsidiary of JetBlue, to identify innovative companies in artificial intelligence, predictive analytics, targeted customer support and other leading edge technologies. JetBlue Technology Ventures helped identify Utrip as a partner for JetBlue Vacations. As the first corporate venture capital subsidiary in Silicon Valley backed by a U.S. airline, JetBlue Technology Ventures invests in, incubates and partners with early stage startups at the intersection of technology, travel and hospitality.

JetBlue Vacations offers vacation packages to nearly 100 destinations throughout the U.S., Mexico, Latin America and the Caribbean and provides customers with added convenience and lower costs by bundling flights and hotels with car rentals and other amenities and personalized experiences.

Members of JetBlue's TrueBlue loyalty program receive six points per eligible dollar when booking a JetBlue Vacations package and can pay using a combination of cash plus TrueBlue points. JetBlue Vacations also maintains an exclusive 24-hour support desk dedicated to assisting traveler's questions before, during and after their trip by calling 1-800-JET-BLUE (538-2583), option 3. For more information, visit jetblue.com/vacations.

About JetBlue

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 38 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information, please visit www.jetblue.com.

About Utrip

Utrip is a destination discovery and planning platform that combines the best of local expertise, human experience and artificial intelligence to make trip planning easy, enjoyable and personal. Utrip PRO, our white-label product, enables destination marketing organizations, airlines, attractions and hospitality brands to offer customers a more personalized experience, thereby increasing engagement, loyalty, conversion rates and revenue. Our technology optimizes each itinerary based on a customer's preferences, budget, geography and many other relevant factors, sorting through millions of destination options, such as must-see sights, activities, events and restaurants. Together, we will reimagine the relationship you have with your customers through every step of the travel lifecycle. For more information, please visit www.utrippro.com.

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