JetBlue Expands Its Mint Map Again with Plans Set for More Than 80 Daily Mint Flights

Jul 17, 2017

Announcing New Mint Route in Vegas and Start Date for Seattle Mint Flights

Launching Even More Mint Service Between Northeast and West Coast and in the Caribbean

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ:JBLU) today announced a series of expansion plans for the airline's successful Mint premium experience, which will boost the number of Mint flights to more than 80 per day on up to 20 routes. Starting in January 2018, JetBlue Mint® will land in new cities, launch new routes and expand on existing routes – introducing true premium travel to markets suffering from legacy options and offering all customers on the aircraft JetBlue's new Airbus A321 core experience.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170717005341/en/



(Graphic: Business Wire)

"We're bringing even more Mint to markets in every corner of our route map where travelers are overdue for an upgrade to the so-called 'first-class' flights offered by other airlines," said Marty St. George, executive vice president commercial and planning, JetBlue. "In every city where we've introduced Mint we've transformed the premium travel business and boosted overall performance on the routes."

Mint offers a completely rethought design and a more personal approach to service, addressing the needs of the modern traveler. Mint features exceptional hospitality from specially trained crewmembers. Favorite Mint features include lie-flat seating, a signature cocktail, a tapas-style menu by New York City restaurant Saxon + Parole, fresh espresso from the first purpose-built cappuccino machine for a U.S. airline, amenity kits by Hayward and Hopper, and – on domestic Mint flights – dessert from local artisanal ice cream makers based in each Mint city.

Viva Las Vegas

JetBlue today announced it will offer Mint flights between Boston Logan International Airport (BOS) and Las Vegas' McCarran International Airport (LAS), advancing JetBlue's plan to expand its leadership position in Boston where it is already the largest airline. Service will begin January 4, 2018 and seats are on sale today. Last fall the airline announced plans to reach 200 daily flights at Logan, and this spring reached 150 daily flights with nonstop service to more than 60 destinations – more than any other airline in Boston.

The launch of Mint service between Boston and Las Vegas will follow the start of previously announced service between New York's John F. Kennedy International Airport (JFK) and Las Vegas which begins in November.

JetBlue will be the only U.S. airline to operate regularly scheduled flights that feature fully lie-flat seating on domestic routes in Las Vegas.

Mint Schedule Between Boston (BOS) and Las Vegas (LAS)
Beginning January 4, 2018

BOS – LAS Flight #1077	LAS – BOS Flight #1078
7:10 a.m. – 10:22 a.m.	7:45 a.m. – 3:44 p.m.
BOS – LAS Flight #177	**LAS – BOS Flight #178**
8:50 p.m. – 11:52 p.m.	11:32 a.m. – 7:31 p.m.

Start Dates for Seattle

JetBlue today also announced the start dates for two Mint routes at Seattle–Tacoma International Airport (SEA). Service between Boston and Seattle will begin February 15, 2018. When this route launches, JetBlue will serve seven destinations with Mint service in Boston.

Mint Schedule Between Boston (BOS) and Seattle (SEA)
Beginning February 15, 2018

BOS – SEA Flight #597	SEA – BOS Flight #598
8:56 a.m. – 12:18 p.m.	1:29 p.m. – 9:47 p.m.
BOS – SEA Flight #197	**SEA – BOS Flight #498**
7:22 p.m. – 10:46 p.m.	11:56 p.m. – 8:11 a.m. (+1)

In addition to Boston service, JetBlue will also launch Mint service between New York-JFK and Seattle on April 15, 2018. Mint will initially be offered on one daily roundtrip, with a second daily roundtrip added later in 2018. JetBlue, which is New York's Hometown Airline®, will offer Mint on ten routes at JFK when Seattle service begins.

Mint Schedule Between New York (JFK) and Seattle (SEA)*
Beginning April 15, 2018

JFK – SEA Flight #263	SEA – JFK Flight #264
10:42 a.m. – 1:58 p.m.	3:08 p.m. – 11:30 p.m.

*Second daily roundtrip start date and schedule to be announced later in 2017.

Growth in the Golden State

JetBlue will also expand Mint in two key California markets. At Los Angeles International Airport (LAX) the airline is adding an additional daily Mint flight to New York, which will boost JetBlue's service on the route to up to eleven daily flights – more than ever before. JetBlue recently relocated to LAX Terminal 5 which brought a vastly upgraded customer travel experience for JetBlue travelers. The addition of Mint has helped JetBlue grow its brand in Los Angeles, with the airline's overall number of daily flights at LAX doubling since 2014.

At San Francisco International Airport (SFO) JetBlue is adding an additional daily Mint flight to Boston, which will boost JetBlue's service on the route to up to five daily flights. The added Mint flight frequency will allow for a new afternoon departure from either Boston or San Francisco, offering travelers in both cities even more options to meet their schedules.

Covering the Caribbean

In the Caribbean, where JetBlue is a top carrier, the airline is adding second Saturday seasonal roundtrip Mint flights between:

New York-JFK and St. Maarten's Princess Juliana International Airport (SXM)
Beginning January 13, 2018

Boston and Aruba's Queen Beatrix International Airport (AUA)
Beginning February 17, 2018

Boston and St. Maarten
Beginning February 17, 2018

Additionally, Mint service between both New York and Boston to Aruba will operate daily the week of the President's Day holiday (February 15 – 26). All seasonal Mint routes in the Caribbean operates through April 2018.

JetBlue's Airbus A321 With Mint Offers Every Customer A Better Flight

All customers will benefit from JetBlue's new Airbus A321 with Mint aircraft, which features the airline's new core experience for customers seated throughout the entire aircraft.

Features of the A321 core interior include 10-inch television screens offering free entertainment, comfortable seats with the most legroom in coach (a) and power outlets accessible to all customers. JetBlue's popular marketplace, a self-serve station full of free snacks, sodas and water for customers to enjoy at their convenience, is also available throughout the flight. And all A321 aircraft offer JetBlue's free Fly-Fi high-speed broadband Internet service when flying over the contiguous U.S. (b), access to JetBlue's Hub content on personal devices and first-run Hollywood movies.

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 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 jetblue.com.

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

(b) Fly-Fi is not available on flights operating outside of the contiguous U.S. For flights originating outside of the contiguous U.S., Fly-Fi will be available once the aircraft returns to the coverage area. Fly-Fi is available on all JetBlue-operated flights.

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