JetBlue Celebrates Holiday Season in September by Encouraging Customers to 'Be an Early Holiday-er'

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JetBlue Customers Invited to Embrace the Holiday Spirit Early and Kickstart Travel Plans with $50 Off Holiday Flights and $300 Off JetBlue Vacations Packages

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ: JBLU) today announced the airline will deliver some extra cheer to customers by starting the holiday season early – in September. Launching today, 'Be an Early Holiday-er' invites travelers to celebrate the holiday season now through digital and in-airport experiences, including $50 off per person on holiday flights and $300 off per flight and hotel package when booking through JetBlue Vacations for a limited time.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20200929005646/en/



As part of its 'Be an Early Holiday-er' initiative, JetBlue decked the halls of its home terminal, T5 at New York's John F. Kennedy International Airport, completely transforming it into a holiday wonderland. (Photo: Business Wire)

'Be an Early Holiday-er' is the first initiative to launch as part of JetBlue's newest brand platform, 'We've Got a Plane for That,' which celebrates anything and everything travelers are looking forward to while positioning JetBlue as the solution for getting back to it.

"These days, we're all yearning for a bit of joy and are eager to reconnect with loved ones, and the holiday season is one of the most cherished times to do so," said Elizabeth Windram, vice president of marketing, JetBlue. "Holiday travel is incredibly important to our customers, and it's equally important to us. Whatever customers are looking forward to this holiday season – a vacation, celebrating annual traditions, or reconnecting with family and friends, we've got a plane for that. 'Be an Early Holiday-er,' along with our industry-leading safety standards, is our way of giving our customers the confidence they need to go home, or someplace else, for the holidays."

Starting today, customers traveling through JetBlue's home terminal, T5 at New York's John F. Kennedy International Airport, can expect celebratory touchpoints including seasonal décor and holiday music to have them jingling all the way to their destination.

JetBlue decked the halls of T5, completely transforming it into a holiday wonderland, and captured the reactions of merry customers welcoming the early seasonal display. Customers can watch the video here.

Be an Early Holiday-er Promotion

While stuffing stockings in September may be up for debate, it's never too early to start planning holiday travel. JetBlue is unwrapping its gift to customers early: through September 30, 2020 customers can receive $50 off per person on holiday flights or $300 off per flight and hotel package booked for travel from November 19, 2020 – January 5, 2021 using the code "HOLIDAYS" at jetblue.com/sale/be-an-early-holiday-er-sale for flights (a) and jetbluevacations.com/sale/holiday for flights and hotel (b).

Book Holiday Travel with Confidence

Keeping flexibility top of mind for its customers, JetBlue is offering its Go Back and Forth with Confidence initiative for new bookings made through February 28, 2021 for travel on any date. Intended to provide peace of mind and confidence for customers making travel plans, the initiative waives all change and cancel fees for all fares, including Blue Basic, which normally does not allow for any changes. JetBlue was one of the first carriers to suspend fees in response to the pandemic.

JetBlue's Go Back and Forth with Confidence initiative is part of the airline's greater, multi-layered Safety from the Ground Up program, which, along with travel flexibility, focuses on maintaining healthy crewmembers, clean air and surfaces, and more space with fewer touchpoints. To learn more, visit jetblue.com/safety.

About JetBlue Airways

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles, Orlando, and San Juan. JetBlue carries customers across the U.S., Caribbean, and Latin America. For more information, visit jetblue.com.

1. **Flight Restrictions & Terms:** Promo code is valid until 9/30/20 (11:59 PM ET) for $50 off the base fare of a JetBlue flight for travel 11/19/20-

1/5/21. Discount applies per person and only on nonstop flights priced with a base fare of at least $125 one-way, excluding taxes and fees. View details on government taxes and fees. Subject to availability. Code is valid for flights purchased on jetblue.com/promo; new bookings only; limit one code per booking. Code is not valid in connection with JetBlue Vacations packages, Mint fares, award flights, taxes/fees, partner or codeshare or interline flights including JetBlue flights when at least one segment is operated by a partner airline, baggage fees, or any other products or services. Code cannot be combined with other offers, cannot be partially redeemed, has no cash value, and is not redeemable for cash.

2. **JetBlue Vacations Terms & Conditions:** Promo code is valid until 9/30/20 (11:59 PM ET) for $300 off a JetBlue Vacations package (flights + hotel) for travel 11/19/20-1/5/21. Discount only applies to packages that cost at least $2,000 excluding taxes and fees. Minimum 2 people per room required. This discount does not apply to Mint fares or the Best Price Guarantee. All packages include Blue Fare. For discount to apply, both departing/returning flight and hotel stay must be within the eligible travel period. Limit of one discounted booking per person per JetBlue Vacations destination. Promo code (case-sensitive) is valid towards one JetBlue Vacations package purchase only and cannot be applied for taxes/fees, baggage fees or any other product or service. Promo code cannot be combined with other offers, cannot be split over multiple bookings, cannot be partially redeemed, has no cash value, and is not redeemable for cash. Promo code valid for new JetBlue Vacations purchases only; not valid for the following: travel booked before this Promotion commenced, non-revenue bookings (e.g., travel booked with a travel certificate, a combination of TrueBlue points and monetary payment, etc.), partner or codeshare or interline flights including JetBlue flights when at least one segment is operated by a partner airline, or any other product or service. Any changes to bookings made in accordance with this Promotion must be made by 11:59 PM ET on 9/30/20 to still receive the discount and any changes/cancellations after 9/30/20 or that otherwise do not comply with Promo code terms will result in the discount being forfeited. JetBlue Vacations change fees may apply when changes are made less than 7 days prior to departure. For changes, you will be responsible for any increase in package price. Changes/cancellations must be in accordance with JetBlue and hotel policies and will include any applicable hotel or other Travel Supplier Penalties. See full terms.JetBlue Vacations cancel fees may apply to all cancellations. Cancellations are for JetBlue Vacations travel credit only, valid for 1 year. JetBlue reserves the right to modify or cancel this offer at any time for any reason without notice or liability. Flight terms and conditions apply. Proper documentation required for boarding. JetBlue Vacations terms and conditions apply.

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