jetBlue

JetBlue Vacations Launches Flight and Cruise Packages

Oct 19, 2021

JetBlue Becomes First Domestic U.S. Airline to Offer Customers Ability to Book Flight, Cruise and Hotel in One Place

DANIA BEACH, Fla.--(BUSINESS WIRE)-- JetBlue Travel Products (JTP) today announced the launch of JetBlue Vacations' Flight + Cruise packages, making JetBlue the first domestic U.S. airline to offer customers the ability to book their flight, cruise and hotel all in one place. The new cruise packages with Royal Caribbean International, Celebrity Cruises and Carnival Cruise Line and are now available on www.jetbluevacations.com, offering customers a unique opportunity to save time and money by bundling their travel purchases, with all segments of their journey backed by JetBlue's signature service. Building on making travel seamless, the new flight + cruise launch marks JTP's next foray into evolving JetBlue to a broader travel company offering entire trips in addition to flights.

"Continuing to build upon the trust that JetBlue has established over the last 20+ years, we want customers to book their entire trip, from flights and cruises to hotels and more, all with us," said Andres Barry, president, JetBlue Travel Products. "Handling the customer service ourselves, rather than sending them to multiple entities, allows us to go above and beyond while meeting JetBlue standards at every single touchpoint. With cruise lines increasingly beginning to sail again, we're excited to refresh our package offerings, as we continue to drive ancillaries and build our non-ticket revenue base."

Focusing on ease and convenience, JetBlue Travel Products' new offerings are designed to create a smoother traveler experience from booking to travel and even upon return. Today, booking a cruise vacation can be a stressful experience: customers spend a lot of time searching for flights that will get them to their port on time, doing the math and accounting for travel time on their own. There's also always the risk that their flight will be delayed or cancelled, causing them to miss their cruise departure, without recourse. To solve some of these customer pain points and to get them into vacation mode faster, JTP has partnered with travel technology specialists Traveltek to give customers the ability to search and book cruise packages easily.

As part of JetBlue's **Plane to Port Commitment™**, if a customer's JetBlue flight is delayed or cancelled, the airline will re-book the next available flight and/or make sure they make it to their next port, free of charge. Alternatively, the airline will cover up to 150% of the customer's original package price for a new JetBlue Vacations package, should their JetBlue flight be delayed or cancelled. The airline's Plane to Port Commitment is only applicable if a cruise is missed due to a JetBlue flight delay or cancellation. JetBlue is dedicated to offering its customers the best travel assistance possible, should unanticipated travel schedule changes or delays cause them to miss their cruise departure:

- **Same Cruise, New Port**
  If a customer misses their cruise departure due to a JetBlue travel delays, the airline will fly them to their next port on the cruise itinerary so they can still enjoy the rest of their vacation.
- **Same Cruise, New Dates**
  If a customer misses their cruise departure due to JetBlue travel delays but prefers not flying to the next port, the airline will re-book their flight + cruise package so they can vacation at another time. (Customer will be responsible for any difference in package price.)
- **Same Dates, New Vacation**
  If a customer misses their cruise departure due to a JetBlue travel delays or cancellation and the airline is unable to get the customer to their next port (or, if they prefer not flying to the next port), JetBlue will cover up to an additional 50% of the customer's original package price for a new JetBlue Vacations package.

JetBlue offers a Best Price Guarantee on all JetBlue Vacations flight + hotel and flight + cruise packages, so that customers can spend less time looking for the best price and more time looking forward to their next trip. If a customer finds a better price online for a flight + hotel or flight + cruise vacation package that is identical to a Package offered by JetBlue Vacations before or within 48 hours of the customer's purchase of that Package from JetBlue Vacations, JetBlue guarantees that they will match that price or refund the customer the difference in price. By booking a flight and cruise package through JetBlue Vacations, customers have access to JetBlue's award-winning onboard experience including mainstays such as a complimentary inflight alcoholic beverage (21+), complimentary snacks, earlier boarding, and free Fly-Fi. Customers will also have the ability to earn TrueBlue points (including Mosaic qualifying points), as well as cruise loyalty points. For more information, visit jetbluevacations.com or call 1-844- JB-VACAY to reach a team of 24/7 vacation planning experts, who can help book every detail of your next cruise trip.

Cruise packages will be available for sailing dates starting November 1, 2021, and will extend with JetBlue's flight schedule, offering customers the option to purchase flight + cruise packages as the schedule extends.

About JetBlue Travel Products

JetBlue Travel Products (JTP), a wholly owned subsidiary of JetBlue Airways Corporation, consists of the JetBlue Vacations brand and other non-air travel products including travel insurance, vacation rentals, car rentals, cruises, hotels and more. Headquartered in Fort Lauderdale, Florida, and led by a separate and distinct leadership team, JTP is laying the foundation for the next level of growth by building on the JetBlue brand and expanding services

throughout the travel industry. For more information, visit jetbluevacations.com or paisly.com.

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, and between New York and London. For more information, visit jetblue.com.

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