JetBlue and Icelandair Expand Strategic Codeshare Partnership Making Connections Between North America and Europe More Accessible and Convenient

Nov 02, 2021

JetBlue's Code Now Available on Seven Routes to Europe With Option to Stopover in Iceland to Enhance the Journey

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ: JBLU) today announced it is expanding its codeshare with Icelandair – the national carrier of Iceland – to offer customers more ways to book and connect their travel between the two airlines' networks across Europe and North America. The new codeshare flights are now available for booking on jetblue.com.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20211102005406/en/



October 04, 2021 – JetBlue CEO Robin Hayes (left) and Icelandair CEO Bogi Nils Bogason at the IATA Annual General Meeting (AGM) in Boston celebrate 10 years of partnership and expansion of codeshare. (Photo: Business Wire)

"We are thrilled to expand our partnership with Icelandair to offer our customers more options when traveling beyond Iceland," said Robin Hayes, chief executive officer, JetBlue. "With our recent launch of services to London's Heathrow and Gatwick airports, this expansion with Icelandair provides customers even more choice for travel across the Atlantic and the ability to enjoy a stopover in Iceland en route."

Icelandair Chief Executive Officer, Bogi Nils Bogason, said: "This year marks the ten-year anniversary of our successful partnership with JetBlue, where we have been able to offer great connections and enhanced comfort for our customers. The similarities between our business models and a strong focus on customer experience means that we can offer complementary service throughout our networks. We are very pleased to expand our partnership and offer travelers new options for connecting between the two airlines' networks."

JetBlue's current codes on Icelandair offer customers direct flights between New York's John F. Kennedy (JFK) Airport, Boston's Logan International Airport (BOS), Newark's Liberty International Airport (EWR) and Iceland's Keflavik International Airport (KEF) in the capital city of Reykjavik. As part of the codeshare expansion, the JetBlue "B6" code will initially be placed on seven of 24 European routes that Icelandair operates beyond Reykjavik. The plan is to add more in the near future. The initial routes are:

- Amsterdam Airport Schiphol (AMS), Netherlands
- Copenhagen Airport (CPH), Denmark
- Glasgow Airport (GLA), United Kingdom
- Helsinki Airport (HEL), Finland
- Manchester Airport (MAN), United Kingdom
- Oslo Airport (OSL), Norway
- Stockholm Arlanda Airport (ARN), Sweden

Customers traveling on connecting flights between Icelandair and JetBlue will enjoy both combined ticketing and baggage transfers. Additionally, when customers fly Icelandair across the Atlantic, they can stop over in Iceland at no additional cost, selecting a stopover duration of one to seven days to pack more experiences into their travel.

Iceland is a year-round destination with adventure waiting to happen every day. With its abundance of mountains, volcanoes, glaciers, rivers, lakes, caves and otherwise rough terrain waiting to be tackled, Iceland is truly an outdoor enthusiast's paradise. But it is also a warm and welcoming place for travelers of all types.

JetBlue and Icelandair customers enjoy benefits across loyalty programs. Since 2017, customers have had the opportunity to accrue loyalty points from both JetBlue's TrueBlue program and Icelandair's Saga Club, and soon will have the ability to redeem points on either carriers' flights.

This expanded codeshare agreement builds upon JetBlue and Icelandair's partnership that first began in 2011. Icelandair passengers already benefit from access to a network that spans to 45 destinations in more than 15 countries around the world. This further strengthening of the partnership will allow

JetBlue customers to enjoy additional travel options via Iceland's Keflavik International Airport, Icelandair's connecting hub.

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.

About Icelandair

Icelandair is the leading airline of Iceland, offering efficient connections to, from, via and within Iceland. Connecting gateways in Europe with gateways in North America through Iceland as a hub, its network gives streamlined access to travels across the North Atlantic. Icelandair also allows passengers to take an Icelandair Stopover at no additional airfare. For more information, visit icelandair.com.

View source version on businesswire.com: https://www.businesswire.com/news/home/20211102005406/en/

JetBlue Corporate Communications

Tel: +1.718.709.3089

corpcomm@jetblue.com

Source: JetBlue

Powered by SITECORE