



JETBLUE SHAKES UP TRANSATLANTIC MARKET BETWEEN NEW YORK AND LONDON

News / Airlines, Airports / Routes



JetBlue announced it has officially entered the transatlantic market with new, nonstop service between New York's John F. Kennedy International Airport (JFK) and London Heathrow Airport (LHR). The first customer-carrying JetBlue flight between the U.S. and the U.K. touched down at Heathrow just before 10 o'clock this morning, local time. The highly anticipated milestone – aimed at shaking up the transatlantic market with the airline's award-winning service and attractive fares – marks the first time JetBlue has served a destination beyond the 100+ cities it flies to throughout the Americas. With new service in the United Kingdom, JetBlue now operates in 26 countries.

"For the first time in JetBlue's 21-year history we are crossing the North Atlantic and competing in one of the busiest travel markets in the world, well-positioned to introduce our award-winning service and low fares to a new global audience that is ready for a fresh choice in transatlantic flying," said Robin Hayes, chief executive officer, JetBlue. "With JetBlue now connecting New York and London, travelers finally have the ability to enjoy low fares while also experiencing superior service. As the U.K. opens to travelers coming from America, our flights are well timed to meet the pent up demand for travel between our two countries. We look forward to welcoming U.K. travelers to the U.S. soon and launching service between Boston and London next year."

"I want to congratulate JetBlue on its inaugural transatlantic flight to London and wish all the crew and customers a safe and pleasant journey," said Dame Karen Pierce DCMG, U.K. Ambassador to the U.S. "As vaccinated Americans can now come to the U.K. without the need to quarantine, this route will offer more Americans a path to doing business, holidays and family reunions in the

U.K. Today's flight quite literally takes our Special Relationship to new heights!"

"The JetBlue route launch between New York and London is not only a most welcomed service to build on the transatlantic market, but the additional accessibility between the two destinations will be an essential player in reigniting international travel," said Paul Gauger, senior vice president, The Americas, VisitBritain. "It is no surprise that there is a huge appetite from Americans to return to Britain, and with the recent announcement regarding the quarantine lift for double vaccinated Americans, we are ready to safely welcome them back to experience the bustling city of London and beyond, from our picturesque villages, breath-taking countryside and captivating coasts."

The A321LR platform – offering the range of a wide-body but with the economics of a single-aisle aircraft – allows JetBlue to effectively compete, with award-winning service and low fares on flights between the U.S. and London. JetBlue converted 13 aircraft in its existing A321 order book to the LR version in April 2019 with the ability to convert more. Additionally, JetBlue has converted another 13 aircraft in its existing order book to the Extra-Long Range – or XLR – version of the A321.

"As we come out of the pandemic and the international market recovers, the A321LR will position JetBlue to offer long-haul international travel at the highest level of customer service and at the lowest cost and risk, said C. Jeffrey Knittel, chairman and chief executive officer, Airbus Americas. "We are proud to partner with JetBlue and congratulate them on their vision, consistent ingenuity and careful attention to detail in delivering an enhanced transatlantic customer experience that is truly world-class."

JetBlue remains on track to add additional service between the U.S. and the U.K. with flights between New York-JFK and London Gatwick Airport (LGW) starting September 29, 2021. The airline will deliver on its commitment to serve multiple London airports and give customers convenient options – with attractive premium and leisure fares – across the greater London metropolitan area no matter which airport they prefer. JetBlue will be the only carrier to offer service to the U.S. at Gatwick – the U.K.'s second busiest airport – creating another important presence in London where it can grow an even larger base of travelers.

London service from Boston, where JetBlue is the leading airline, is planned to start in summer 2022.



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