



NORWEGIAN INTRODUCES TEMPERATURE SEARCH TO FIND YOUR IDEAL DESTINATION

News / Airlines



- First low-cost airline in the UK to introduce temperature filter to select flights

Norwegian launches a brand-new feature on its website that allows customers to find their next destination based on their preferred temperature – a first by a low-cost airline in the UK.

Holidaymakers now have another simple way to choose from more than 40 destinations served by Norwegian from the UK by selecting a temperature range on its new route map to filter destinations at www.norwegian.com/uk/route-map/

Europe's third largest low-cost airline, has unlocked affordable travel from the UK to global destinations in Europe, USA, Asia and South America using brand new, modern, fuel efficient aircraft with an average age of 3.7 years. The airline's international growth has included the launch of the UK's first nonstop low fare flights to Buenos Aires and Singapore which have joined the airline's expanding number of flights to 11 US cities.

Norwegian's new digital route map can now filter destinations based on the user's desired temperature at the time of travel. Users can select a temperature range in the filter menu which ranges from minus 15 degrees Celsius to 30+ degrees Celsius. The route map also supports temperature in Fahrenheit.

Thomas Ramdahl, Chief Commercial Officer at Norwegian said: *"We're delighted to be the first low-cost carrier in the UK to allow consumers to choose from destinations based on their preferred temperature."*

"By investing in enhancing our website, our new digital route map can not only make our expanding global network and lowest fares more visible to customers but also makes it much easier to decide where to fly with us next."

Norwegian's digital route map displays the airline's extensive global route network and lowest fares from the chosen departure airport. Users can also filter destination results based on month of travel, budget limit and type of destination.

From London Gatwick, the airline serves destinations in the Arctic Circle including Tromso, Norway and Rovaniemi, Finland in the winter and cities in warmer climates year-round such as Orlando, Tenerife and Fort Lauderdale (Miami).



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