

Monthly Sales Newsletter | January 2023

Happy New Year

HERE'S TO BLUE SKIES & NONSTOP ADVENTURE IN 2023.

2023 is shaping up to be another year of expansion for JetBlue, and we're looking forward to all that is to come as we head towards our 23rd anniversary.

JetBlue and American Add More Flying in New York and Boston with the Northeast Alliance

We're gearing up for more network growth. After announcing Paris as our next transatlantic destination, we have some exciting news for the Northeast: we're adding new connect-the-dot service from Boston, LaGuardia and Newark, enabled by our Northeast Alliance (NEA) with American Airlines.

In spring 2023 we will re-optimize our LaGuardia slots in order to add new service to more BlueCities, giving NYC-area travelers a choice of JetBlue service from two local airports:

- Atlanta – 4x daily
- Bermuda – once daily, summer seasonal
- Hyannis – once daily, summer seasonal
- Nassau – once daily

In summer 2023, we'll add more flights between Newark and the Caribbean, also giving local travelers a second departure point:

- Aruba – Saturday Mint service
- Montego Bay – once daily, summer seasonal

American's New Flying

American is also adding six new destinations from New York with nonstop flights between LaGuardia and:

- Birmingham, Ala. (BHM) – Once daily
- Buffalo, N.Y. (BUF) – 3x daily
- Greenville, S.C. (GSP) – 2x daily
- Columbia, S.C. (CAE) – Once daily
- Grand Rapids, Mich. (GRR) – Once daily
- Knoxville, Tenn. (TYS) – Once daily

Also this coming summer, we'll add daily seasonal service between Boston and Vancouver on the A320!

The new routes will go on sale January 2023.

Did you know? So far, the NEA has resulted in approximately 50 new routes out of Boston, JFK, LaGuardia and Newark; increased frequencies on more than 130 routes; increased capacity on 90 nonstop routes; and 17 new international routes launched.

[Learn More](#)


Color us excited. We're rolling out a bigger, better, bluer TrueBlue program this spring that's designed to meet the needs - and exceed the expectations—of more customers, whether you travel once a week, or just once in a while.

Join JetBlue's Vice President of Loyalty, Chris Buckner, for an overview of our new TrueBlue program rolling out of the hangar in Spring 2023.

When: Tuesday, January 10, 2023, 3:30pm - 4:30pm ET

Where: Virtual — Microsoft Teams link to be sent closer to the event.

RSVP: Click [here](#) to RSVP

Hosted by JetBlue Sales Team

Everything you need to know about the new TrueBlue!

As part of the new TrueBlue, we'll be introducing four levels of Mosaic status. The new expanded levels will come with many exciting and highly requested perks in spring 2023. Here's what you can expect in the new TrueBlue:

NEW MOSAIC LEVELS

- Mosaic 1: Many of the current perks of Mosaic today will remain as part of Mosaic 1.
- Mosaic 2: The ability to select complimentary Even More Space seats at the time of booking.
- Mosaic 3: Certificates that offer the ability to Move to Mint.
- Mosaic 4: Additional certificates to Move to Mint as well as passes to use BLADE helicopter transfers in NYC

[Learn more about the new TrueBlue](#)

JetBlue's Most Aggressive Emissions Reductions Target to Date

With our new science-based target (SBT) approved by the Science Based Targets initiative (SBTi), we plan to effectively cut our per-seat emissions in half by 2035 (compared to 2019 emissions).

This will require significant changes to how we run our business today. To reach this goal, we will have to increase our investments in lower-carbon solutions within our operation and evaluate future sustainability investments with this new SBT in mind. While there is still a value in carbon offsetting and we will continue to encourage the availability of "high-integrity" carbon removal and offsetting projects through new partnerships, we have decided not to continue our voluntary carbon offsetting of domestic flights into 2023 and will move that spend into our ongoing work on reductions directly within our industry.

How exactly will we do it?

Moving to sustainable aviation fuel: SAF is expected to be the key contributor to our target, and we are making a number of investments in this area. Today the supply of SAF is limited and we need energy providers and policy makers to do more to make it available to our industry.

More fuel-efficient aircraft and engines: Advancements in aircraft technology and fuel efficiency represent the second most significant opportunity for emissions reduction. We are in the midst of modernizing our fleet by phasing out the E190 in favor of the more fuel efficient A220s, and also continuing to take on more Airbus A321s, all powered by the latest engine technology from Pratt & Whitney.

Continued calls for more air traffic efficiency: Current ATC inefficiencies account for as much as 12% of fuel burn and resulting emissions. One of the most impactful ways to help reduce airline emissions across the industry is transitioning the United States' aging radar technology with GPS-based technology, which would allow for greater efficiency, more relevant flight planning, and as an added benefit, improved on-time performance for all travelers. We will continue to push policymakers to make this a priority in Washington.

Transition to electric ground service equipment: We have a goal to convert 40% of our three most common ground service vehicle types to electric by 2025 and 50% to electric by 2030. In 2019, we rolled out the largest electric fleet of any carrier at JFK with 118 electric vehicles and continue to roll out electric ground service equipment at other airports including BOS, our second largest city, and EWR.

We are fully committed to hitting this impactful goal, but we can't do it alone. We are calling on governments, aircraft and engine manufacturers, and fuel producers to support the development of the products and solutions that airlines need to achieve our ambitious goals.

[Learn More](#)


We are proud to see JetBlue CEO, Robin Hayes, on the list of BTN's 25 Most Influential in 2022.


[Learn More](#)

JetBlue Awarded Best Economy Class by The Points Guy in 2022 TPG Awards

JetBlue announced it has been recognized by The Points Guy (TPG) with an Editors' Choice Award for Best Economy Class, across both categories of domestic and international airlines. This is the third time JetBlue, known for its low fares and great service, has won the coveted award and marks the airline's sixth Editors' Choice Award since 2018.

"At JetBlue, we believe that a great experience and a low fare should be synonymous as we introduce our onboard experience and the JetBlue effect to more markets across the globe," said Joanna Geraghty, president and chief operating officer, JetBlue. "This recognition as an industry leader comes at a pivotal time for JetBlue, as we continue to grow and challenge the Big Four, bringing more competition into the market."

Brian Kelly, Founder of *The Points Guy*, said, "***We commend the companies we have honored for continuing to provide customers with exceptional service and value in the face of adversity, and providing them with more ways to make their travel dreams a reality.***"


[Learn More](#)

REAL ID Deadline Postponed to May 2025

Although the REAL ID requirement now won't take into effect until May 7, 2025, it's a good idea to get ahead. The REAL ID Act mandates that air travelers 18 years of age and older have a REAL ID-compliant driver's license or other acceptable ID to fly within the US.

[Are you REAL ID ready? Learn More](#)

THANK YOU FOR YOUR SUPPORT

Here's to Blue Skies Ahead!

QUESTIONS? Please contact your JetBlue Sales Manager or contact our Dedicated Corporate Sales Desk:

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