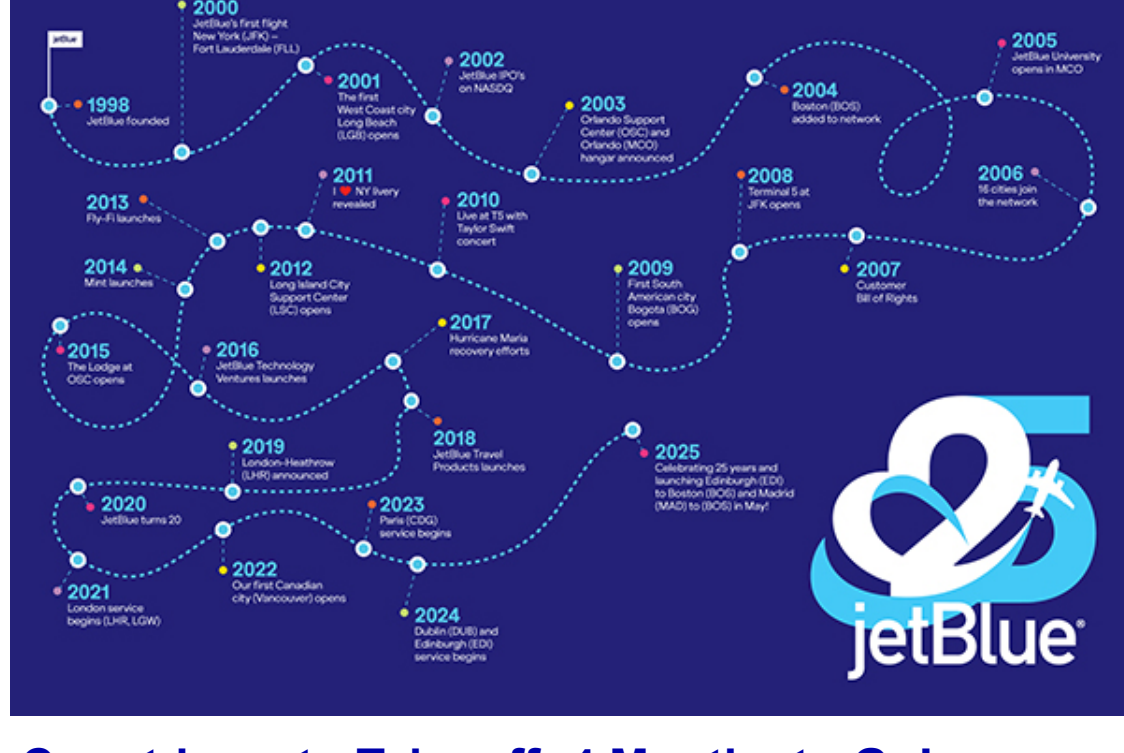


Celebrating JetBlue's 25th Birthday!



Countdown to Take-off: 4 Months to Go!

Mark your calendars for May 23, 2025! JetBlue is set to expand its transatlantic horizons with an exciting new route. Get ready for a daily nonstop seasonal service between **Edinburgh Airport (EDI)** in Scotland and **Boston Logan International Airport (BOS)**. This is the perfect opportunity for your clients to explore the vibrant city of Boston!



The countdown is on! ⌚ ✈️

Countdown:

Edinburgh – Boston (BOS)

4 months until take-off!

Take-off May 23, 2025

jetBlue®

Edinburgh Airport
Where Scotland meets the world

But that's not all! JetBlue is also continuing its popular summer seasonal service between **New York's JFK Airport** and Edinburgh, offering even more travel options. Whether your clients are flying to Boston or New York, JetBlue makes it easier than ever to experience these fantastic cities.

JetBlue continues to excel in value, comfort, and award-winning service, offering:

- The most legroom in economy
- Lie-flat Mint suites
- Free Wi-Fi
- Seatback entertainment
- Snacks

Stay tuned and get ready to offer your clients an unforgettable travel experience with JetBlue!

Learn more: [Schedule – JetBlue Agent World](#)

Exciting Updates for Our Travel Agents!

Automated Bag Tag Printers (ABTs) Now Available

We're thrilled to announce the installation of Automated Bag Tag Printers (ABTs) at the gates in many of our BlueCities. These printers enable gate-checked bags to be scanned and tracked, providing more reliable bag service for our customers. This also means that customers who check their bags at the gate will receive baggage status notifications throughout their trip.

Enhanced Baggage Notifications

Did you know we email customers the status of their checked bags throughout their journey? Thanks to our new bag scanners and ABTs, these notifications are now more accurate and timelier than ever.

We hope these new tools will help you deliver reliable and caring service to our customers and each other.

Top Tip: While Traveling to NYC!

Exciting News for JetBlue Travelers! New York City is launching special offers from January 3 to February 21, 2025, including the highly anticipated Restaurant Week. This is a fantastic opportunity to enjoy the best of NYC.

Why This Matters:

- **Exclusive Deals:** Take advantage of discounted dining experiences, hotel stays, and attractions.
- **Added Value:** Enhance your travel experience with these limited time offers.
- **Perfect Timing:** Plan your trip during this period to maximise savings and enjoy the city's winter charm.

How to Promote:

- **Newsletters:** Highlight these offers in your communications to keep travellers informed.
- **Travel Trade Discussions:** Emphasise the added value these deals bring to potential customers.

For more details on the offers, visit NYC Winter Outing.

<https://www.nyctourism.com/nyc-winter-outing/>

Introducing EvenMore® Comfort and Convenience with JetBlue's New Premium Service!

We are thrilled to announce the launch of our new premium service, designed to offer you **EvenMore®** comfort and convenience when you fly with JetBlue. Our new service includes:

Dedicated Overhead Bin Space: No more searching for space for your carry-on. Enjoy the ease of having a dedicated bin just for you.

New Premium Snack: Indulge in our exclusive premium snack, Tate's Bake Shop Tiny Tate's Chocolate Chip Cookies 🍪, a delightful treat from our hometown to elevate your travel experience.

JetBlue continues to deliver EvenMore® for our Customers! We are extremely proud to launch Tate's Bake Shop Tiny Tate's Chocolate Chip Cookies as the exclusive Premium Snack for Customers traveling in EvenMore®. A hometown snack from the hometown airline, guaranteed to elevate your travel experience. For all that enjoy it, alcohol, beer, and wine* are included, in addition to the many other perks that Customers will undoubtedly enjoy!

Bonus Points: Spot some product details and share your experience with us! Send it into – aimee.bloor@flyjetblue.eu

Catch Mint If You Can!

Want to catch up with our team in February? Here's where you can find us:

- **Maris**

London, JetBlue Birthday – 25th February
Glasgow, SPAA Dinner – 27th February

- **Aimee**

Scotland, JetBlue on the road – 26th – 28th February

Not in these locations? Don't worry! Drop an email to aimee.bloor@flyjetblue.eu and let's catch up on your 2025 plans. We can't wait to hear from you!



Visit the JetBlue agent website today.

- Product info
- Newsletters
- Webinars
- Promotions

Click here to visit jetblue-uk.agentworld.com