

## **MBJ Welcomes Norse Atlantic Airlines Inaugural Flight to Montego Bay Dec. 1, 2023**

**Montego Bay** - December 3, 2023 – MBJ Airports Limited extended a warm Jamaican welcome to the much-anticipated inaugural flight of Norse Atlantic Airlines from London (Gatwick), UK. The flight touched down at Sangster International Airport in Montego Bay on Friday, December 1, 2023, at 5:40 pm.

Shane Munroe, CEO of MBJ Airports in his welcome message stated: "We are elated that Norse Atlantic Airlines has chosen Montego Bay as one of their first international destinations. Our aim is to foster your growth; recognizing that you are a new airline, we are thrilled to partner with you and establish a mutually beneficial relationship going forward."

Passengers disembarking from the inaugural flight were treated to a vibrant reception ceremony, featuring live entertainment by the esteemed Sunshine Mento Band. The welcome team comprised the Deputy Mayor of Montego Bay, Councillor Richard Vernon; Honourary Consul – British High Commission, Mr. Nick Cunningham; Mr. Audley Diedrick, President & CEO – Airports Authority of Jamaica; senior representatives from MBJ Airports Limited (MBJ), Jamaica Tourist Board (JTB), Ministry of Tourism, Jamaica Hotel and Tourist Association (JHTA), Jamaica Vacations Limited (JAMVAC), President of the Montego Bay Chamber of Commerce & Industry and the media.

The inaugural flight arrived with 185 passengers, including notable representatives from the UK and Nordic consumer press. Commercial Director at Norse Atlantic Airways, Baard Nordhagen, was aboard the aircraft and was delighted by the welcome ceremony. Torrance Lewis, JTB UK's District Sales Manager, also arrived on the flight, adding to the distinguished list of attendees who joined in the arrival proceedings.

"The Airports Authority of Jamaica (AAJ) is very pleased to welcome Norse Atlantic Airlines on its inaugural flight from Gatwick (UK) to the Sangster International Airport (SIA). This service is particularly important to strengthen the airlift from the UK/Europe into Jamaica, in our pursuit of wider market opportunities for our travel and tourism industry," stated Audley Deidrick, CEO and President of the Airports Authority of Jamaica.

Honourable Daryl Vaz, Minister of Science, Energy, Telecommunications and Transport said, "We are proud to have Norse Atlantic Airlines from London Gatwick introduce direct flights to Montego Bay, Jamaica. This is a significant milestone in the relentless and collaborative efforts that have gone into connecting two diverse, culturally rich regions by the key stakeholders in the aviation industry."

Vaz further noted that the new route from London Gatwick promises an extraordinary travel experience, which will blend the cosmopolitan charm of London with Jamaica's island vibe, as the two countries share significant history.

Norse Atlantic Airlines is a renowned player in the aviation industry, committed to providing seamless travel experiences, with a focus on safety, reliability, and customer satisfaction. This inaugural flight has expanded its network, connecting diverse cultures and communities. MBJ Airports Limited is a key gateway to Jamaica, introducing travelers to the beauty and vibrancy of Montego Bay and the entire island. Committed to excellence, MBJ is dedicated to providing an exceptional airport experience.



Welcoming a new arrival from the Norse:

Deputy Mayor of Montego Bay Councillor Richard Vernon (in white) shares the honour of cutting the ribbon alongside the Captain of the Norse Atlantic Airways, Nick Cunningham for Norse inaugural flight from London (Gatwick), UK at Sangster International Airport in Montego Bay on December 1, 2023. Others from left to right are; Mr. Oral Heaven, President, Montego Bay Chamber of Commerce & Industry; Nadine Spence, President, Montego Bay Chapter JHTA; Nigel Knowles, Honourary Consul – British High Commission, Mr. Baard Nordhagen, Commercial Director, Norse Atlantic Airways (partially hidden); Mr. Shane Munroe, CEO, MBJ Airports Limited; Mrs. Odette Soberam-Dyer, Regional Director, JTB Jamaica; Mr. Audley Diedrick, President/CEO, Airports Authority of Jamaica; and Ms. Joy Roberts, Executive Director, Jamaica Vacations Ltd. (JAMVAC).

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### **About Sangster International Airport:**

Sangster International Airport (IATA: MBJ, ICAO: MKJS) is an international airport located 3 mi (4.8 km) east of Montego Bay, Jamaica. The airport is capable of handling nine million passengers per year. It serves as the most popular airport for tourists visiting the north coast of Jamaica. The airport is named after former Jamaican Prime Minister Sir Donald Sangster.

### **About MBJ Airports Limited:**

MBJ Airports Limited, the operator of Sangster International Airport (SIA), connects Jamaica to more than 60 international destinations. A record 4.7m passengers used the airport in 2019. MBJ operates SIA under a 30-year concession awarded in 2003. The airport provides employment to more than 7,500 persons. SIA has been named the Caribbean's Leading Airport by World Travel Awards for 14 years.