ARRIVAL OF A NEW AIRLINE COMPANY ON THE FRENCH GROUND: PRIMERA AIR, THE LONG-HAUL LOW-COST WITH ULTRA COMPETITIVE PRICES

News / Airlines, Airports / Routes

Having launched in London Stansted last April in the United Kingdom, airline company Primera Air, strengthens its presence in Europe with three new departing French connections from airport Paris Charles de Gaulle to North America. With an introductory offer of 99€ one-way airfares - for a limited period – the Nordic company, intends to create buzz and to revolutionize the long-haul landscape.

Although Primera Air is already well established in Europe, having successfully operated there for the last 14 years, the North American routes will be a first on French soil. The 99 tickets for €99 are available on each of the three North American routes, New York (EWR), Boston (BOS) et Toronto (YYZ) (297 in total) detailed below :

Paris (CDG)	Date de lancement	Fréquence	Prix d'achat
New York (EWR)	May 18, 2018	Mo, Tu, We, Th, Fr, Sa, Su	A partir de 149€ l'aller

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Boston (BOS)	June 21, 2018	Tu, Th, Sa	A partir de 149€ l'aller
Toronto (YYZ)	June 22, 2018	Mo, We, Fr	A partir de 149€ l'aller

The 13 flights a week will be operated at competitive prices to entice budget-savvy travellers. The ticket price varies according to the class selected on board: light, Comfort, Flex, Premium or Premium Flex. These five classes of journey give passengers the opportunity to tailor their onboard experience to suit their budget and needs.

Why did Primera Air select Paris Charles de Gaulle as its new Parisian base ?

When Primera Air started its transatlantic flight strategy Paris was one of the first bases considered for European bases as the airline recognised there was huge demand for North American visitors to travel to the Capital of Continental Europe affordably.

Renewal of low cost long-haul travel

Primera Air is a low-fare Nordic airline that operates flights from Europe to more than 70 destinations across the Mediterranean, Middle East, Asia, Caribbean and North America.

Taking the strain of searching tirelessly for affordable international travel options, Primera Air's mission is to make expensive long-haul travel history.

Originally founded in Iceland in 2003 as JetX, a charter provider, Primera Air has grown to become an airline that now carries over one million passengers each year with a fleet of eight Airbus A321NEO and ten Boeing 737NG planes.

The success of this new model is shown through the successes it has witnessed: + 13 % of turnover, 22,5 % of passengers (1 017 657), + 21 % of flights (29 577) between 2016 and 2017.
In United Kingdom, the 99£ campaign has born the fruits of success with the company taking more than 70 000 bookings since the launch in April. By 2021, the fleet will total 20 Boeing 737 MAX9, 10 Airbus A321NEO and 10 Boeing 737NG.

Anastasija Visnakova, Primera Air, Chief Commercial Officers says :

« We believe that low-cost transatlantic travel is the next big frontier in air travel. Primera Air is here at the right time with the right technology and equipment to be able to break into the market. The only direct competition fly to secondary airports or offer long stopovers so this is a well-timed launch, responding to consumer demand.

About Primera Air

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A321NEO and ten Boeing 737NG planes.

Primera Air is now owned by the Primera Travel Group, a group of Scandinavian tour operators and travel agencies.

In 2018, Primera Air expanded its network by establishing new bases at London Stansted and Paris Charles De Gaulle and will be providing direct low-fare transatlantic flights to New York, Boston, Toronto and Washington DC.

Please visit www.primeraair.fr.com

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