



Paradise gets closer this winter with Norwegian Airlines

March 15th 2016 - **Norwegian Airlines proudly announces the launch of a new airline service connecting London Gatwick Airport to Pointe-à-Pitre – Guadeloupe Pôle Caraïbes International airport, on the Islands of Guadeloupe.**

Following a successful first winter season flying between the United States of America (New York, Boston and Washington) and the French Caribbean Islands since last December, Norwegian Airlines, the World's Best Low-Cost Long Haul Airline and Europe's Best Low-Cost Airline, will this winter take British travelers to the stunning Holiday Paradise of the Islands of Guadeloupe on flights **with fares from £210 one way incl. taxes.**

From November 10th 2016, Norwegian Airlines will operate nonstop daily flights to New-York and four weekly direct flights to Boston, all flights serviced by Boeing 787 Dreamliners. By flying on Norwegian from London to Guadeloupe with this particular route, British passengers will be given the opportunity to live a "once in a lifetime" experience: Enjoying an exciting overnight stay in the Big Apple or in the "hustle bustle" of Boston before taking off in the afternoon to the sun-kissed shores of the Guadeloupe Islands for an unforgettable holiday!

Located in the heart of the Caribbean, the Guadeloupe Islands, mostly known these days by millions of British viewers as the filming location of the **BBC 1 hit TV series "Death in Paradise"** is a fascinating archipelago comprising of 5 islands boasting stretches of sandy beaches, magnificent tropical rain forest, fashionable tourist resorts and a distinctive Créole Art de Vivre.

The continued ratings success of the show, filmed on the French Caribbean islands of Guadeloupe has convinced BBC bosses to bring back the actor Kris Marshall as the British policeman fish in tropical water, and his local colleagues on the fictional island of Saint Marie **for a sixth season.**

“Death In Paradise” series was listed as the third highest rating UK drama of 2015 and the fourth widest-selling British drama, having been sold to 237 territories around the world including China, South Africa and the US as well as Caribbean countries close to where the show is set and filmed.



Norwegian Airlines, first launched UK flights in 2003 and is now Europe’s third largest low-cost airline. The carrier operates from London Gatwick, Edinburgh, Birmingham and Manchester Airports to 34 destinations worldwide. It is the **third largest airline at London Gatwick**, with 3.9 million yearly passengers, and with 130 pilots and 300 cabin crew working from its Gatwick base. In 2014, Norwegian introduced the **UK’s first low-cost, long haul flights to the U.S.** flying direct from Gatwick to New York, Fort Lauderdale and Los Angeles. Norwegian has been **voted ‘Europe’s best low-cost carrier’ by passengers** for three consecutive years at SkyTrax World Airline Awards, and was also the first airline to be awarded the **‘World’s best low-cost long-haul airline’** in 2015 by SkyTrax. For further information www.norwegian.com

The Guadeloupe Islands Tourist Board, created in 2003 by local and regional authorities, is in charge of promoting, the Guadeloupe Islands of *Basse-Terre, Grande-Terre, La Désirade, Les Saintes et Marie-Galante* in France and Europe (and particularly in the United Kingdom, as well as Belgium, Germany, Italy, Luxembourg, Switzerland and Scandinavia). Marketing operations target the consumer, the trade as well as press & public relations. If Head Office is in Guadeloupe, its European Office is located in Paris.

The Islands of Guadeloupe are:

- #1 Best Training Programme by Selling Travel’s Travel Agents Choice Awards in the UK in 2015
- #1 Best Regional Tourism Board by readers of the Quotidien du Tourisme in France in 2015
- #2 Best Caribbean Destination for Food by USA TODAY – 10 Best in 2015
- #2 French Destination in the “TOP 52 Places To Go in 2016” by the New York Times (#11 in the overall ranking)
- #2 Best Cruise Destination at the Seatrade Cruise Awards in 2015
- #4 in the “Most Beautiful Caribbean Islands” & #8 in the “TOP 16 Places to Go to in 2016” by the Condé Nast Traveler

For further information on the destination, please visit the Guadeloupe Islands web site:
www.visitguadeloupe.co.uk