

Flying Even Further in Florida: JetBlue Announces New Service to the Emerald Coast

New routes from Boston and New York to Destin-Fort Walton Beach Airport bring JetBlue's award-winning service to the Florida Panhandle region beginning March 5

To celebrate the launch, special introductory one-way fares available from \$49

NEW YORK – November 6, 2025 – JetBlue (NASDAQ: JBLU) today announced new nonstop service to Florida's Emerald Coast, with flights to Destin–Fort Walton Beach Airport (VPS) starting March 5, 2026. The airline will operate five weekly seasonal flights from both Boston Logan International Airport (BOS) and New York's John F. Kennedy International Airport (JFK), connecting travelers to this in-demand destination on Florida's Panhandle.

The addition of Destin–Fort Walton Beach expands JetBlue's growing presence across the Sunshine State. The airline has already revealed plans to launch service to Vero Beach and Daytona Beach next month, and in total has announced more than 30 new Florida routes this year alone. These latest additions bring JetBlue's award-winning service and everyday low fares to a new corner of Florida, beloved for its white-sand beaches and emerald waters.

To celebrate the launch, JetBlue is offering introductory fares starting at \$49 one-way, available only on jetblue.com.¹

"Florida continues to be a place where JetBlue's combination of great service and value resonates strongly with travelers," said Dave Jehn, JetBlue's vice president, network planning and airline partnerships. "By adding Destin–Fort Walton Beach to our map, we're bringing more choices to customers in Boston and New York while opening the door for Emerald Coast residents to connect easily to the Northeast and beyond."

"We want to welcome JetBlue to Destin-Fort Walton Beach and all the passengers they will bring, both business and pleasure to experience the natural beauty of Northwest Florida," said Okaloosa County Board Chairman Paul Nixon. "We look forward to seeing their success at VPS and appreciate all of the efforts it took to get them here."

Connecting the Northeast and the Sunshine State

The new routes link two of JetBlue's focus cities, Boston and New York, with one of Florida's fastest-growing leisure destinations. The service strengthens JetBlue's position as a leading carrier between the Northeast and Florida, offering customers more nonstop options to the state's top beach destinations for family entertainment, year-round warmth, and spring break or summer vacations.

Travelers flying to Destin–Fort Walton Beach will for the first time enjoy JetBlue's award-winning comfort and value, with free high-speed Wi-Fi known as Fly-Fi® on every aircraft, live television

seatback entertainment at every seat, complimentary snacks and drinks, and friendly service that makes JetBlue a preferred airline for Northeast leisure travelers.²

Schedule between Boston (BOS) and Destin–Fort Walton Beach (VPS)

Operating Mondays, Thursdays, Fridays, Saturdays and Sundays beginning March 5, 2026

BOS – VPS Flight #1781	VPS – BOS Flight #1782
12:40 PM – 3:00 PM	3:55 PM – 7:51 PM

Schedule between New York (JFK) and Destin–Fort Walton Beach (VPS)

Operating Mondays, Thursdays, Fridays, Saturdays and Sundays beginning March 5, 2026

JFK – VPS Flight #2011	VPS – JFK Flight #2012
7:00 AM – 9:08 AM	10:00 AM – 1:38 PM

JetBlue’s Strength in Florida

Florida has long been a cornerstone of JetBlue’s network, from its first destination in Fort Lauderdale to its focus city and support campus in Orlando. As JetBlue continues expanding service across the Sunshine State, with new routes in Orlando, Tampa, Vero Beach, and Daytona Beach, the airline now serves or plans to serve nearly 50 destinations from Florida. This expansion contributes to JetBlue’s JetForward strategy, which includes building the best East Coast leisure network.

At the heart of its Florida growth is JetBlue’s Fort Lauderdale focus city, its largest operation in the state and a key gateway to the region. This winter, JetBlue will be the number one carrier at Fort Lauderdale–Hollywood International Airport (FLL), offering more peak-day departures than any other airline. And in early 2026, JetBlue will open a dedicated Mint® base for inflight crewmembers — a move that strengthens the foundation of its signature premium business class experience and reflects the airline’s long-term commitment to South Florida.

About JetBlue

JetBlue is New York’s Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles, Orlando, and San Juan. JetBlue carries customers to more than 100 destinations throughout the United States, Latin America, the Caribbean, Canada, and Europe. For more information and the best fares, visit jetblue.com.

1. **New York (JFK) to/from Destin-Fort Walton Beach (VPS):** One-way only. Book by November 9, 2025 for travel March 5, 2026 – May 20, 2026, Monday, Thursday, Saturday travel only. 21-day

advance purchase required. Blackout dates: April 2, 2026 – April 13, 2026. Fares include government taxes and fees. Additional baggage fees and other optional service charges may apply. See **jetblue.com** for details.

Boston (BOS) to/from Destin-Fort Walton Beach (VPS): One-way only. Book by November 9, 2025 for travel March 5, 2026 – May 20, 2026, Monday, Thursday, Saturday travel only. 21-day advance purchase required. Blackout dates: April 2, 2026 – April 6, 2026, April 16, 2026 – April 27, 2026. Fares include government taxes and fees. Additional baggage fees and other optional service charges may apply. See **jetblue.com** for details.

2. Fly-Fi® and live television are available on all JetBlue-operated flights. Availability and coverage area may vary by aircraft. Details on inflight wi-fi and entertainment:
<https://www.jetblue.com/flying-with-us>.