

# Weekly Newsletter

## Big News: Southwest Airlines Heads to Alaska!

Exciting news for travelers—Southwest Airlines is officially expanding to Alaska for the very first time! Known for its affordable fares and customer-friendly policies, Southwest is taking a major step beyond the lower 48 and bringing its signature service to the Last Frontier.

Beginning May 15, 2026, Southwest will launch inaugural service to Ted Stevens Anchorage International Airport. This marks a significant milestone, as Alaska becomes the 43rd state in Southwest's network and Anchorage its 122nd destination. For an airline that built its reputation on domestic travel within the continental U.S., this move represents a bold and exciting evolution.

**New Routes to the Last Frontier:** Travelers will be able to reach Anchorage via daily nonstop flights from two major hubs:

- Denver International Airport
- Harry Reid International Airport

These routes are scheduled to operate seasonally during the summer months, making it easier than ever to experience Alaska's peak travel season—when long daylight hours and stunning landscapes are at their best.

**Why Alaska—and Why Now?** Alaska has long been a bucket-list destination, and demand for summer travel remains strong. By adding Anchorage, Southwest is opening the door for more travelers to explore:

- Glaciers and national parks
- Wildlife viewing and outdoor adventures
- Unique cultural experiences

Airline executives have noted that Anchorage is a destination customers already want to visit—making it a natural fit for expansion.

**What This Means for Travelers:** This new service is expected to:

- Increase competition and potentially lower fares to Alaska
- Provide more flexible routing options through Southwest's network
- Make Alaska more accessible for families, couples, and adventure seekers

Plus, travelers can still take advantage of Southwest's perks, including flexible booking options and the ability to use Rapid Rewards points.

### A New Era for Southwest

Southwest's move into Alaska signals a broader growth strategy, expanding its reach while continuing to focus on value and accessibility. It's also a direct challenge to legacy carriers already serving the region, giving travelers more choices than ever before.

**Final Takeaway:** If Alaska has been on your travel wish list, 2026 may be the perfect time to go. With new nonstop routes, competitive pricing, and easier access, exploring the breathtaking beauty of Anchorage just became a whole lot simpler.

## **Need Some Place Warmer?**

### ***Save Up to \$400 on Your Next Jamaica Getaway***

Dreaming of a warm escape? Take advantage of this limited-time offer and enjoy savings of up to \$400 on a relaxing, adults-only vacation in beautiful Runaway Bay, Jamaica.

This package is based on double occupancy for travel in April 2026 and includes:

- 5-night stay at the all-inclusive, adults-only Bahia Principe Escape in a Deluxe Junior Suite
- Exclusive resort perks, including a welcome bottle of alcohol, 10% off themed dinners, and 25% savings on spa services
- Round-trip flights for two in basic economy seating
- Airport transfers to and from your resort
- Travel Protection Plus Plan for added peace of mind
- Special promotional bonus offer

Packages start at just \$1,845 per person - If April feels too soon, no problem, flexible travel options are available.

Connect with your travel advisor today to receive a personalized Jamaica vacation quote tailored to your schedule.

# Royal Caribbean's Hero of the Seas Set to Make Waves Ahead of 2027 Debut



Arriving in summer 2027, Royal Caribbean's fourth Icon Class ship, Hero of the Seas, will debut from Miami—bringing next-level family vacations to the Caribbean.

Designed with families in mind, this ship will feature eight immersive neighborhoods, the most pools at sea, 28 dining venues, and brand-new experiences for all ages. From cooking classes and interactive dining to thrilling water attractions, every detail is built for unforgettable moments together.

Sailing 7-night Eastern and Western Caribbean itineraries, guests will also visit Royal Caribbean's award-winning private island, Perfect Day at CocoCay. Bookings open April 1 for Crown & Anchor Society members, with general sales launching the following day.

Accommodations are reimagined for multigenerational travel, including the showstopping Ultimate Family Treehouse—a three-story suite with a rooftop terrace, teen hideout, private whirlpool, and space for up to 12 guests. Additional options include Surfside Family Suites, Infinite Ocean View Balconies, and luxurious Royal and Icon Loft Suites.

Dining takes center stage with 28 unique venues. Highlights include the Orleans Parish Supper Club, blending Creole and Cajun flavors with live jazz, and Royal Railway — Hero Station, an immersive train-inspired dining adventure. Families can even bond over hands-on cooking classes, while the AquaDome Market introduces four new food hall concepts.

Adventure is everywhere onboard. Guests can enjoy nine pools, the largest waterpark at sea at Category 6—now with new family raft slides—plus high-flying thrills on Crown’s Edge and rock climbing at Adrenaline Peak. For relaxation, adults can unwind at the new Coconut Cove pool or escape to one of three adults-only pool areas.

Get ready—Hero of the Seas is poised to become the ultimate family vacation at sea.



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