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United Sets October 31 Launch for Weekly Newark-St. Croix Flights, With 126-Seat Boeing 737-700 Service on Saturdays

United's Newark-St. Croix flights begin October 31, departing Newark at 9:03 a.m. and St. Croix at 2:25 p.m. Saturdays on a 126-seat Boeing 737-700, giving the island its only nonstop New York City-area service for residents, visitors and diaspora alike.

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United Airlines' new nonstop service between St. Croix and Newark/New York will begin on October 31, 2026, operating on Saturdays aboard a Boeing 737-700 aircraft with 126 seats, including 12 in business class, according to newly released operational details from the carrier and the V.I. Department of Tourism issued Monday.

The route will give St. Croix its only nonstop air service to the New York City area, creating a direct link between Henry E. Rohlsen Airport and Newark Liberty International Airport. The flight from Newark to St. Croix will depart at 9:03 a.m. and arrive at 1:20 p.m., while the return flight from St. Croix to Newark will depart at 2:25 p.m. and arrive at 6:58 p.m.

The schedule confirms the timing, aircraft and seat count for a route [previously reported by The Consortium](#) as a major airlift development for St. Croix, where direct access to the New York metropolitan area has long been viewed as important for residents, visitors, business travelers and Virgin Islanders with family ties in the Northeast.

“United is proud to connect more customers to more Caribbean destinations than any other airline in the New York City region,” said Tom Kozlowski, Senior Manager, Latin & Hawaii Network Planning, United Airlines. “We look forward to introducing even more travelers to the vibrant experiences that await in St. Croix.”

V.I. DOT Commissioner Jennifer Matarangas-King called the announcement a major milestone for St. Croix and a meaningful expansion of air access for both residents and visitors.

“As someone born and raised on St. Croix, I know firsthand how transformative direct connectivity to the New York market can be for our community, our businesses and our tourism economy,” she said. “United’s new nonstop service not only strengthens our ties to one of our most important visitor markets, but also creates new opportunities for travelers to experience the rich culture, history and natural beauty that make St. Croix so special.”

For St. Croix residents, the new service creates another major-airline option for reaching the Northeast without first connecting through another island or another U.S. gateway. Newark is also one of United’s major hubs, giving travelers from St. Croix access to onward connections across the United States and to international destinations served through United’s broader network.

The benefit also works in the opposite direction. Travelers from New Jersey, New York and other markets connected through Newark will have a more direct path to St. Croix, improving access for visitors, returning Virgin Islanders, families, business travelers and those planning vacations or extended stays on the island.

The new flight also strengthens access for the Virgin Islands diaspora and other Caribbean travelers based in the Northeast, giving them a nonstop option into St. Croix at a time when airlift remains central to both resident mobility and the tourism economy.

United said the new St. Croix route will bring its Caribbean network from Newark/New York to 23 destinations, more than any other carrier serving the region from the New York City area. The airline said the route also complements its existing Newark-St. Thomas service, expanding access to the U.S. Virgin Islands and giving travelers more flexibility when planning island-hopping itineraries.

The service also places St. Croix more directly inside United’s booking and loyalty ecosystem. Fly The Whale CEO Omer ErSelcuk previously said that access to United’s MileagePlus program, which he said has 110 million members, could generate a large new pool of potential customers for St. Croix.

Mr. ErSelcuk said frequent flyers are often loyal to one airline program when choosing destinations, and that St. Croix’s access has largely been tied to carriers such as American Airlines, Delta Air Lines and JetBlue. Adding United, he said, gives the island exposure to

millions of additional potential guests who may not have previously viewed St. Croix as an easy or natural option within their preferred airline network.

The route comes after market data showed demand between Newark and St. Croix even without nonstop service. In the year ending December 2025, Newark-St. Croix traffic reached 24 passengers daily each way, with an average roundtrip fare of \$829. For the year ending December 2024, the market showed 12 passengers daily each way at an average roundtrip fare of \$1,037.

Market share data for the Newark-St. Croix market in the year ending December 2025 showed American Airlines at 55 percent, JetBlue at 18 percent and Spirit Airlines at 10 percent. On the St. Croix side of the market, American Airlines held 64 percent, followed by Spirit at 17 percent and JetBlue at 11 percent. Spirit Airlines has since ceased operations entirely, making United's entry more significant in the context of available airlift, carrier diversity and traveler choice.

Additional competition can give travelers more options and may place some pressure on fares, though pricing will depend on demand, seasonality, airline inventory and the limited weekly schedule. Still, United's entry adds another layer of flexibility in a market where air service remains vital to residents and to St. Croix's tourism economy.

Customers can book the new flights through United's [website](#) and [mobile app](#).