

Melbourne, 07 September 2009

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Newsroom

# Jetstar launches new applications for mobile phone users at Jetstar.com

Australia's low fares airline Jetstar has launched the next phase of its website technology with customers now able to purchase a fare or change their booking\* at Jetstar.com via their mobile phone.

Jetstar last year became the first Australian airline to offer a specially-designed version of its website to allow seamless internet browsing for 3G mobile technology.

In the next stage of the technology roll-out, Jetstar customers have the convenience of being able to purchase a fare or change their booking no matter where they are, by accessing Jetstar.com from either an iPhone or regular internet enabled mobile handset.

The new mobile phone website technology is available in both English and Japanese.

Jetstar Chief Executive Officer Bruce Buchanan said Jetstar continued to lead the aviation industry in innovative technology.

“Jetstar seeks to make travel as simple and hassle-free for our passengers as possible and we believe this additional mobile phone technology will be a valuable tool for our passengers who are seeking increased flexibility in how they choose to book their travel,” Mr Buchanan said.

“This is an important stepping stone in our mobile initiatives to improve our mobile-user experience and it sets us up well for the future introduction of SMS boarding pass technology which will be introduced later this year in another global first.

“With the combination of these technologies, it will mean that passengers can browse our website, purchase a fare and then check-in, all by their mobile phone.”

Jetstar was the second carrier in the world to introduce JetSMS in June 2004, which allowed passengers to make ticketless flight bookings 24 hours a day via text message.

The airline plans to launch SMS boarding pass technology across the Australian and New Zealand domestic networks prior to the end of 2009.

Jetstar.com is accessible to more than 3,000 types of mobile devises that are Internet enabled, ranging from Personal Digital Assistances, such as iPhone and Blackberry, down to a standard 3G phone.

\*Changes to bookings can be made via mobile phone only if the passenger has no Special Service Request (SSR) attached to their booking.

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### About Jetstar

#### About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific's fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the "2022 World's Top 10 LCC" released by Airline Ratings.

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