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Newsroom

# Jetstar's commitment to New Zealand

One month since commencing our low fare domestic New Zealand services, Jetstar has re-asserted its commitment to offering Kiwis the lowest fares and hassle free customer service through our new competitive services that are providing people more opportunities to fly more often between Auckland, Christchurch, Wellington and Queenstown.

## Our Commitment to Customers

It is no small feat to launch up to 84 weekly return services simultaneously across a new flying market, carrying thousands of passengers daily from day one and representing a significant new corporate investment in the New Zealand market.

This investment includes three new Airbus A320 aircraft, 250 direct jobs and a \$250 million injection into our growing New Zealand low fare operations.

As Australasia's fastest growing airline Jetstar has always had a thorough plan when embarking on new markets and our recent new growth phase within New Zealand is no different.

Whilst successfully moving around 100,000 passengers our new operations have been affected by weather delays and some teething issues which have had an impact on a number of our customers.

For those of you who have been inconvenienced in any way we sincerely apologise.

We care about what you think and we have been working hard to address any aspects within our control.

Jetstar continues to listen to feedback from our New Zealand customers and we are responding quickly to ensure we deliver the best possible experience.

We can assure our customers that improving and maintaining a high level of performance for our new domestic New Zealand operations remains our chief priority to ensure all travelers on Jetstar receive a great value for money and hassle free travel experience.

We care about delivering a reliable service as we do in other parts of the world.

Some of these recent initiatives include:

- A new revised flight schedule including the addition of half an aircraft of spare flying into the network, improved flight times on a number of routes and increased robustness to deal with weather, especially in Queenstown;
- Continuing to deploy additional Jetstar Customer Service personnel at Airports and Jetstar's training of third party agents to complement our efficient check-in model that also includes WebCheck and easy to use Self Service Kiosks;
- The distribution of text messages and information updates to all customers as a friendly reminder of future trips with Jetstar where check-in opens 2 hours prior to a departing service and alerting customers to be at the Airport in advance of 30 minutes prior to scheduled domestic flight departure, in addition to text/web messaging, itinerary receipts and reminder emails;
- Letters of apology and Jetstar travel vouchers to any passenger who travelled with us in the first week and experienced a delay of over 30 minutes.

As a result of these initiatives, the vast majority of our passengers are reaching their destinations on schedule, with our on time performance now reaching both acceptable levels and industry benchmarks on days not affected by adverse weather.

Like in many other parts of the world, as a transport provider we place great importance on our responsibility to care for our customers who may be adversely affected by disrupted services, and we encourage other New Zealand carriers to do the same.

## Our Commitment to Service

Jetstar is committed to the highest levels of customer service and invests heavily in not only the recruitment of the right staff, but also the right customer service training.

Over the last three years, Jetstar has ranked in the Top Five low cost / value based carriers in the world by the well reputed SkyTrax who survey more than 14 million customers each year.

Earlier this year we were voted the SkyTrax Best Low Cost Carrier in Australia and New Zealand and in 2007 we were voted the Best Cabin Crew in Australia and New Zealand and the Best Low Cost Carrier in the World.

We are proud of this customer service heritage and are determined to ensure that New Zealand will receive this same level of service excellence through our care and approach to deliver excellent, hassle free service as to the remainder of our at least 12 million customers each year.

This approach has been in place on our growing trans Tasman operations which first commenced in Christchurch in December 2005 and now also flying from Auckland – in total serving the trans Tasman market 42 times weekly.

And today we launched the Jetstar Customer Service Guarantee\* that demonstrates the airline's ongoing commitment to offer the lowest every day fares in domestic New Zealand skies and its clear focus to deliver an on-time hassle-free service for customers.

From now until 9 October 2009, for any Jetstar customer on a domestic New Zealand service whose flight arrives more than one hour after the scheduled time of arrival, Jetstar will offer a NZD \$50 Jetstar Travel Voucher for their next Jetstar flight booking.

## Our Commitment to Product Investment

Jetstar has invested significantly in the New Zealand market and has every expectation that this is just the start of a long term presence.

We have invested over \$250 million including three new A320 aircraft, part of a fleet of six A320s based to support Jetstar's overall New Zealand domestic and international flying business.

The Jetstar fleet represents one of the youngest and most modern fleet in New Zealand operating these domestic and trans Tasman services.

In addition to the investment into latest technology aircraft, Jetstar domestic services have added significant capacity increases for the Qantas Group – in total 43 per cent across the domestic New Zealand market representing almost 30,000 weekly low fare seats.

In the key ports of Auckland and Christchurch Jetstar's market entry represents 43 per cent more Qantas Group weekly seats in Auckland and 71 per cent more seats each week in Christchurch.

Jetstar is also investing in the certification process for Required Navigation Performance (RNP).

While our aircraft have the latest navigational hardware already installed, we will be following the certification process with regulatory authorities to approve approach and departure procedures for Queenstown Airport. This will occur within the next year.

## Our Commitment to Low Fares

Jetstar is this region's true every day low fares airline.

We are on track to have carried around 100,000 passengers in just over a month of initial domestic New Zealand operations.

In a market long starved of low fares nearly 40 per cent of our domestic New Zealand customers have travelled for less than NZD \$50 one way so far. Since launch more than 20,000 fares have been purchased for NZD \$10 or less.

Many of our customers are also first time or infrequent flyers as we open up a whole new consumer market to fly within New Zealand.

Since we commenced services from Christchurch in December 2005, Jetstar has carried more than 1.3 million passengers across the Tasman.

We remain committed to enabling more people to travel more often through our sustainable delivery of all day every day low fares with Jetstar's proven and profitable business model.

As part of the Qantas Group and by offering a Qantas code share and interlining opportunities we can also attract even greater numbers of international visitors seeking to travel to and within New Zealand.

Jetstar backs its every day low fares commitment to its New Zealand customers with the Jetstar Price Beat Guarantee, which means when booking on Jetstar at a similar date and time the airline will beat any competitor by 10 per cent. Conditions apply – see Jetstar.com.

Recently we introduced an all-new Jetstar innovation for the benefit of the airline's New Zealand customers – a unique Lowest Fare Finder application at Jetstar.com.

Our new Lowest Fare Finder application allows people to search a particular flight over a period of 30 days at Jetstar.com.

The Lowest Fare Finder is a simple and easy-to-use tool, which clearly shows the lowest available fare on each day.

## Our Commitment to Community

Jetstar's new low fare domestic NZ services are set to support the creation of thousands of new jobs over time in the local aviation and tourism industry.

We take our entry into the New Zealand community seriously and we are very keen to support our staff and the community in which we have expanded.

We established a relationship with Cure Kids earlier this year and are in further discussions to conduct more activity to support this long established organisation who are addressing the lack of research into life-threatening childhood illnesses in New Zealand. (see www.curekids.org.nz)

In 2008 Jetstar was the official sponsor of the Rugby League World Cup and earlier this year Jetstar supported a charter flight for the Auckland Warriors and their supporters to attend a one-off NRL match versus the Jetstar Gold Coast Titans. All funds raised went towards Cure Kids.

Jetstar also supports World Vision as part of an innovative philanthropic partnership – StarKids. The partnership supports World Vision community based projects in key Jetstar international destinations such as Vietnam, Indonesia and Thailand.

Over coming weeks we are also looking to launch further community initiatives.

## Our Commitment to the New Zealand economy

Jetstar is proven to generate a broad range of business opportunities in the countries and regions in which it services and operates.

Since its operational launch in May 2004 the Jetstar Brands have carried over 50 million customers globally.

Beyond the 250 new Kiwi jobs now supporting Jetstar's overall New Zealand operations, our low fare services are providing renewed opportunities for tourism providers, traditional tourism centres across New Zealand and the wider economy to directly benefit from the proliferation of new low fare flights and increased competition.

With additional seats on offer and more first-time travellers, both Jetstar's growing international and domestic services in New Zealand are predicted be a healthy boost to the New Zealand tourism economy.

Statistics provided by the New Zealand Ministry of Tourism (for the year ending December 2008) state that 976,000 Australians visited New Zealand last year, where the average Aussie traveller spends about NZD\$1,800 per visit (excluding the airfare) and their average length of stay is 12 nights.

The 'Jetstar effect' in the markets we serve is therefore quite tangible and lasting and our ability to capture new consumer markets and increase international flight and selling access to Australia, South East Asia and beyond with our links to the Qantas Group we believe will help attract more international visitors to New Zealand.

By example, in our first year of flying in Australia one in 10 Jetstar customers were a first time air traveler and internationally still around one in 10 Jetstar flyers is travelling by air for the first time overseas.

Jetstar.com now attracts globally over four million unique users each month.

Jetstar, as part of the Qantas Group, is a strong advocate and has publicly called for a common trans Tasman border to create a more simplified and hassle-free trans Tasman travel experience.

Jetstar's domestic New Zealand operations also provide passenger connectivity for international flyers on Qantas Group international services (Qantas and Jetstar) travelling to and from Auckland International Airport to enhance international market access and dispersion of tourists throughout New Zealand into key areas including Queenstown and Wellington.

## Our Commitment to Transparency

Jetstar has always been committed to offering all inclusive fares where customers only pay for the services that they wish to purchase.

Examples of our transparency and accountability to our passengers include our Jetstar Price Beat Guarantee, our Jetstar Customer Service Guarantee, our Jetstar Lowest Fare Finder and our commitment to publicly publish our on-time performance results on a regular basis.

Jetstar aims to openly engage with its competitors, and welcomes competition for the benefit of all New Zealand consumers.

Our Conditions of Carriage and full information on our services are available at Jetstar.com and both prior and post a fare purchase.

## 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.