

Melbourne, 09 September 2010



Like 0

Newsroom

Boarding as easy as SMS with Jetstar world first

- New Zealand selected as launch market for SMS boarding pass technology

Low fares leader Jetstar has launched its world-first SMS boarding pass technology in New Zealand, making air travel even more hassle-free and convenient for its Kiwi customers.

New Zealand is the first of Jetstar’s domestic networks to implement the cutting-edge technology, with customers now able to board their domestic flight using unique SMS boarding on their mobile phone via a standard text message when travelling between Auckland and Christchurch, extending to Wellington and Queenstown services in coming weeks.

Whilst for the next month the technology is only available for single passengers travelling without checked bags, the next phase will see the technology extended from next month to include multiple passengers travelling together, such as families, with checked-in luggage.

Jetstar will at the same time expand the technology to the airline’s 18 Australian domestic airports to be fully in place prior to December holiday period.

Jetstar Group CEO Bruce Buchanan said the technology differed from the mobile solutions of other airlines and was a world-first because it was universally compatible with almost all mobile phones, not just high-end WAP or internet enabled devices.

“Customers consistently tell us they want to have greater control over their travel experience and this new world-first SMS boarding pass technology will them save time and effort at the airport,” Mr Buchanan said.

“Given more than half of our customers travelling on Jetstar domestic services already use self-service options such as web-check or kiosks, we think the uptake for this additional choice of SMS technology will be extremely strong over time.

“With SMS boarding there will be no more queuing for check-in desks, and no more need to find a home or work computer to print out your boarding pass. Everything you need to board your Jetstar domestic flight can be sent to your mobile through this hassle-free approach.”

How it works:

1. Passengers travelling by themselves and without checked bags book their domestic New Zealand flight at Jetstar.com and will have the option of automatically checking in and having an SMS boarding code delivered to their mobile phone 24 hours before departure.
2. Upon arrival at the airport, passengers proceed directly to the flight departure gate where they present their phone with the SMS boarding code for scanning.
3. A paper boarding receipt will be printed, which will allow them to switch off their phone prior to boarding the aircraft.

Mr Buchanan said New Zealanders embraced new technology and that the country’s high penetration of mobile phones made it an ideal location for Jetstar to launch its SMS boarding technology.

He said choosing New Zealand as the launch market was proof of Jetstar’s commitment to continuing to innovate and invest locally to extend its low fares offering across the country.

“We’re delighted that our New Zealand customers will be the first in the world to use this exciting and secure new mobile phone technology,” Mr Buchanan said.

The ground breaking technology was developed for Jetstar by Melbourne-based company Sissit Group through a research and development initiative.

Share this release

Boarding as easy as SMS with Jetstar world first

Social media

Latest news

08 Dec 2025 - [Jetstar to launch Australia's only low-cost direct flights to Sri Lanka, with fares from just \\$315^A](#)

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.

