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Melbourne, 10 January 2011

Jetstar takes new WTA partnership for Asia Pacific into the sky

- Jetstar serves up sales fares from $9* to celebrate at Jetstar.com

Low fares leader Jetstar has been named the first ever official airline partner of the Women's Tennis Association (WTA) and its tournaments across the Asia Pacific region until 2013, serving the Jetstar brand into today's largest global aviation market of Asia.

As Asia Pacific's largest low fares airline, Jetstar has a growing Pan Asian network including new routes to China and further developing its flying hubs in Australia, New Zealand and Singapore.

Australian tennis darlings Samantha Stosur and Jelena Dokic along with Singapore's leading female player, Stefanie Tan, joined Jetstar and the WTA to unveil the partnership in simultaneous launch events across the region. At the ground breaking launch in Sydney, an innovative larger-than-life projection of Sam and Jelena played tennis across the iconic Sydney night skyline.

Under the three year, multi-million dollar Asia Pacific tie-up, Jetstar team members and customers have the chance to rub shoulders with elite women tennis players onboard, win tickets to attend tournaments, and take part in augmented reality# activations through social media websites.

Jetstar Group CEO Bruce Buchanan said its Asia Pacific airlines would receive global exposure, in particular throughout Asia, through branding, on court presence, local activation, as well as various player alignment opportunities and significant marketing and digital integration. Jetstar will also create a customised air travel program for WTA players, tournaments and its staff.

"Jetstar's ongoing expansion in Asia, today's dominant global aviation market, presented an incredible opportunity, and its strategic new partnership with the WTA gives great leverage to the Jetstar brand, a greater competitive proposition and regional relevance," Mr Buchanan said.

WTA tournaments have the world's most prominent female tennis players, who will join tennis fans to fly Jetstar to a number of the airlines' primary destinations to attend tournaments, including this week in Hobart and future events within Japan, China, Indonesia, Malaysia and Thailand.

The WTA events attract close to 5 million attendees annually to tournaments with millions more watching events globally on television networks, and following online and through social media.

In Sydney, Jetstar Chief Commercial Officer David Koczkar and WTA Senior Vice President, Operations and Player Relations Peter Johnston announced the history-making partnership deal.

Jetstar Chief Commercial Officer David Koczkar said: "Jetstar is excited by the opportunities this presents our customers, team members and an appealing Pan Asian brand. The partnership between Jetstar and WTA is a natural fit, considering thousands of Jetstar customers and team members also love to play and watch tennis across over 50 of our Asia Pacific destinations."

WTA Senior Vice President, Operations and Player Relations Peter Johnston said: "Our partnership with Jetstar is a perfect match for the WTA's stars and our tournaments. We are extremely proud to welcome Jetstar as the first Official Airline Partner in the history of the Women's Tennis Association."

The WTA is the world's leading professional sport for women with more than 2,200 players representing 96 nations at the WTA's 53 events and four Grand Slams in 33 countries.

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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