

Tokyo, 01 March 2012

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Newsroom

Jetstar Celebrates its 5th Birthday in Japan

- Jetstar celebrates its 5th anniversary of operation in Japan on 1 March 2012
- In five years Jetstar has flown 2.04 million passengers to and from Japan
- Celebrations include 500 yen fares from Japan to Australia for JetMail members (3)

Jetstar has marked its 5th birthday in Japan as plans accelerate to launch Jetstar Japan* and bring low fares to domestic routes in Japan (subject to government and regulatory approval).

Jetstar pioneered the LCC model in the Japanese market, and since its launch in 2007 more than 2 million passengers have flown with Jetstar Airways and Jetstar Asia on international flights between Japan and Australia, Singapore and Taiwan**.

Group CEO Bruce Buchanan said the benefit of five years' experience in the Japanese market meant that it could share that knowledge with Jetstar Japan, providing it with a strong foundation to offer a fantastic product to domestic travellers.

"Jetstar is unique among LCCs because we have a five year history of serving the Japanese travelling public," said Mr Buchanan.

"We have a proven understanding of how to match the needs of Japanese consumers with the requirements of a low fares airline, and we value the trust that so many people have placed in us.

"Jetstar is very proud to have helped more than 2 million passengers fly to-and-from Japan, especially knowing that our low fares enable holidays to new places and visits to friends and family that may not otherwise have been possible.

"Jetstar Japan will continue this tradition by bringing exciting domestic travel options within reach of many more people," Mr Buchanan added.

Approximately one-quarter of passengers who fly internationally with Jetstar are travelling outside of Japan for the first time in their lives – a figure that shows the ability of low fares to create new travel demand.

Jetstar Japan* is committed to offering the lowest fares and intends to support this through its Price Beat Guarantee. The guarantee means Jetstar will beat any competitor's price for flights on the same route at a comparable time and with comparable conditions by 10 percent at the time of booking. This is part of Jetstar Japan's intention to be the country's #1 LCC.

Notes:

**Flights between Australia and Japan are operated by Jetstar Airways Limited while flights between Singapore, Taiwan and Japan are operated by Jetstar Asia Pte Ltd.

* Jetstar Japan flights are subject to government and regulatory approval.

Information on Jetstar's 5th Birthday Celebration

To celebrate its 5th Birthday and the pending launch of its domestic operation Jetstar held events in Tokyo and Osaka today (1 March 2012).

In Tokyo, many people came to the event and made a long line as Jetstar gave away 100 free flights to lucky customers to on the Jetstar Japan domestic network.*1 Participants signed up to the JetMail database and competed in a Jankenpon (Rock, Paper, Scissors) contest against local comedian Mr Dandy Sakanowith winners receiving a flight on the Jetstar Japan domestic network. 1*2*

In Osaka, many people attended the birthday event which was full of orange colour. One lucky winner was judged to be the 'best dressed in orange' at and won free flights for one year. Second and third place winners received Jetstar travel vouchers. 1*2*4*

Jetstar has also announced its '5th Birthday Sale in Japan', with flights available from only 500 yen 3* from Japan to Australia and Asia. Selected travel dates apply. This offer is available exclusively for subscribers of JetMail, the email newsletter from Jetstar. Sale ends at 23.59 on 2 March, 2012[], unless sold out prior.

*1 Domestic Flights will be operated by Jetstar Japan, subject to government and regulatory approval.

*2 Free flights will be given to the winner after approval of domestic service air operation certificate and filing of operating routes and fare tariff.

*3 Sale fare is JetMail exclusive – customers must sign up to JetMail database at Jetstar.com to have access to Y500 fares. Price does not include additional fuel surcharge (One way\3,500- \14,000), additional fees and taxes are also required. These fees are correct for February 2012. This is Economy [Starter] one way fare not included checked baggage. These sale fares are limited and the sale will be over once sell out. Sale fares are only applied for selected destination in selected travel period. These sale fares are not available on all flights or days.

*4 One year of free flights consists of 1 round-trip ticket per month for 12 months.

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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