

Melbourne, 17 April 2012



Like 0

Newsroom

Jetstar Japan starts new era of air travel

- Jetstar Japan domestic network now on sale
- 1 yen fares kick off low fares revolution in world’s 3rd largest economy
- Successful model to stimulate new demand in emerging LCC market

Jetstar Japan has today unveiled its domestic fares, aimed at revolutionising how millions of Japanese travel.

The new airline – a joint venture between the Qantas Group, Japan Airlines, Mitsubishi Corporation and Century Tokyo Leasing Corporation – is now on sale across five domestic destinations. Offers range from 10,000 seats for just 1 yen (approximately \$0.01 AUD) to everyday fares up to 50 per cent less than full service carriers.

The airline’s first flight is scheduled for 3 July 2012*.

Jetstar Group CEO, Bruce Buchanan, said the success of Jetstar’s low fares model in the Asia Pacific region, combined with its leadership role in the burgeoning but largely untapped Japanese LCC market, would help redefine the country’s domestic travel patterns.

“We were the first low cost carrier to fly to Japan, which gives the Jetstar brand the benefit of incumbency in this emerging domestic market,” Mr Buchanan said.

“We announced Jetstar Japan with the promise of everyday fares that would be half of what domestic travellers were paying on full service carriers and today we’ve delivered.

“Our business model is based around sustainable low fares and across the Asia Pacific we’ve seen the potential this has to unlock new travel demand. This is the start of a far more dynamic domestic market in Japan.”

Mr Buchanan said Jetstar branded airlines had increased international services with Jetstar Asia recently adding capacity to Japan from Singapore and the Philippines, and Jetstar Airways operating new services from Darwin to Japan (via Manila).

“In an increasingly mobile region, providing more travel options is incredibly powerful in terms of building brand awareness and a Pan Asian customer base. These five new routes in Japan add to the brand’s critical mass and supports expansion into other markets like Greater China.”

The Qantas Group – parent company of Jetstar Airways Pty Ltd – recently announced plans to invest in a new Hong Kong-based low cost carrier. Subject to regulatory approval, Jetstar Hong Kong will fly to destinations including Japan during 2013.

CEO of Jetstar Japan, Ms Miyuki Suzuki, said the airline remained on track to start flying five months ahead of schedule.

“We’re very pleased that people can start planning their trips on Jetstar Japan from today, whether it’s visiting friends and family or taking a holiday. From both a social and economic standpoint, it’s a very positive thing for Japan,” said Ms Suzuki.

*Both Jetstar Japan and Jetstar Hong Kong remain subject to regulatory approval.

Share this release

Jetstar Japan starts new era of air travel

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^](#)

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.

