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Newsroom

Jetstar soars to number one position on first anniversary in Japan

- Jetstar Japan helps deliver “travel revolution” to aviation market in Japan
- Airline becomes the largest LCC based at Tokyo (Narita) Airport and largest LCC in Japan
- Jetstar Group continues to build international network connections to increase traffic into the growing domestic network

Twelve months after taking to domestic skies in Japan, Jetstar has become the largest low cost carrier in the country and the largest carrier operating from Tokyo Narita Airport.

Jetstar Japan has grown from two to 12 aircraft over the last year, carrying over 1.6 million passengers.

2012 was a game changing year for aviation in Japan with the country welcoming its first true LCCs on domestic routes. In the space of six months, three LCCs launched domestic airlines including Jetstar Japan from the Jetstar Group.

Jetstar was also the first LCC to fly international services to Japan when it began long haul flying to Osaka in 2007 with Jetstar Airways.

Jetstar Group Chief Executive Officer Jayne Hrdlicka said Jetstar Japan’s passenger growth was testament to the huge appetite of Japanese consumers for low fares.

“Six years ago, many industry commentators said the Japanese consumer would struggle to accept the LCC model and since then the Japanese consumer has spoken. Japanese consumers like low fares and want greater access to travel too,” Ms Hrdlicka said.

“We pioneered long haul low fares service to Japan from Australia and today we are heading towards two million passengers on our domestic network.

“The speed of the growth of the LCC market in Japan is remarkable and I have no doubt that our proven model, now operating in 16 countries across the Asia Pacific region, has played a leadership role in this travel revolution.”

Domestic air travel in Japan has long been regarded as one of the most expensive travel markets in the world. Jetstar Japan has carried almost 500,000 passengers for less than 5,000 yen (AUD55) and over half of all fares for less than 8,000 yen (AUD88).

The Jetstar Group has continued to build international network connections to Japan over the last two years to support the domestic Japan operation. Airlines within the Jetstar Group now operate flights from Cairns, Gold Coast, Singapore, Taipei and Manila to Japan.

Jetstar has also announced a codeshare program with JAL and an expanded relationship with the Qantas Frequent Flyer program allowing members to redeem points on the Jetstar Japan network.

“One of the Group’s strengths and key advantages is our ability to grow our domestic networks by leveraging connectivity between Jetstar branded airlines, codeshare agreements and interline partnerships with other carriers,” Ms Hrdlicka said.

“The Jetstar Group is celebrating 10 years of flying and our mission has remained the same since our first flight in 2004 – our low fares are giving more people the opportunity to fly and fly more often for less.”

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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