

Wellington, 23 September 2014

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Newsroom

# Jetstar launches domestic Punctuality Promise campaign

- New promotional campaign highlights Jetstar’s strong domestic on-time performance
- \$25 voucher if a domestic flight arrives more than 10 minutes later than scheduled\*
- Voucher campaign will run for eight days on all domestic routes starting today

Jetstar today announced an innovative ‘Punctuality Promise’ campaign where domestic passengers will be given a \$25 flight voucher if their flight arrives more than 10 minutes later than scheduled.

The campaign will run for the next eight days for all Jetstar domestic New Zealand flights and will apply to all delays, including those caused by weather.

Grant Kerr, Jetstar Head of New Zealand, said the promotion was a unique way to highlight to Kiwis how much the airline’s domestic punctuality has improved.

“

Everyone knows the saying ‘put your money where your mouth is’ so we felt what better way to further promote our consistently high punctuality than to give people a voucher if we arrive more than 10 minutes later than scheduled

**Grant Kerr, Jetstar Head of New Zealand**

”

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“Everyone knows the saying ‘put your money where your mouth is’ so we felt what better way to further promote our consistently high punctuality than to give people a voucher if we arrive more than 10 minutes later than scheduled.

“While many people are aware of how much our on-time performance has improved, we wanted a campaign that would spread the message even more widely.”

Jetstar carries up to 5,000 domestic passengers every day around New Zealand on services between Auckland, Wellington, Christchurch, Dunedin and Queenstown.

“If any of our domestic flights arrives more than 10 minutes after scheduled arrival time during the period of the campaign then every passenger will receive a \$25 Jetstar flight voucher as they disembark the aircraft, even if the delay was caused by something outside our control such as weather,” Mr Kerr said.

There would be no changes to regular airline operations during the period of the campaign.

“The point of this promotion is to highlight that we achieve strong punctuality month after month, so it’s very much business as usual over the next eight days,” said Mr Kerr.

“We’re not adding any extra resources or doing anything differently and as always safety is our number one priority.”

Jetstar’s Punctuality Promise campaign applies to all Jetstar domestic New Zealand flights starting from the first flight this morning Tuesday 23 September 2014 through to the last domestic flight of the day on Tuesday 30 September 2014.

\* Jetstar arrival time is when the aircraft comes to a complete stop at the arrival gate and the handbrake is applied.

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