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Newsroom

Jetstar Asia Extends Priority Boarding to More Customers

From today, travellers who purchase upfront seating and seats with extra legroom are set to benefit further with an invite to board first and secure overhead storage for their carry-on bags as part of Jetstar Asia’s enhanced priority boarding policy.

The new policy was created following a review of the airline’s customer experience with carry-on baggage and boarding.

Priority boarding will be offered to customers who have purchased upfront seating, rows two to five, following customers who pay for extra leg-room at rows one, 12 and 13.

Head of Customer Experience for Jetstar Asia, Alicia Long, said the company observed that upfront seating customers valued overhead storage as they tended to also purchase additional carry-on.

“Since the introduction of the option for customers to top up their carry-on baggage by 3kg, increasing their total carry-on allowance from 7 to 10kg, close to 20,000 passengers have benefited from the additional carry-on baggage allowance, Ms. Long said.

“With the growing popularity of our additional carry-on baggage option, we wanted to ensure all customers had the overhead storage space to stow their bags. At the same time, we also wanted to ensure that customers who pay for upfront seating and who board on time, can enjoy the convenience of having their bags stowed above them.

“This initiative reflects our strategy to continue to look for new ways to deliver great travel experiences,” said Ms Long.

Customers can purchase upfront seating from SGD9 onwards and additional carry-on baggage during the booking process or at Manage My Booking at jetstar.com.

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