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Jetstar to move to allocated seating

Jetstar will transition to provide seat allocation on all its Australian domestic services in October 2006.

In an initiative to better align its growing Australian domestic low fare operations with existing trans Tasman and future proposed long haul international flights to South East Asia, Japan and the Pacific, Jetstar will phase out the unallocated or 'free seating' procedure for passengers.

Seat allocation will occur on all Jetstar domestic flights operating on or after 29 October 2006.

Jetstar will also become the first Australian domestic airline to allow customers to pre-select their seat at the time of booking with passengers able to do so from tomorrow for flights operating on or after 29 October 2006.

The seat allocation process at Jetstar.com has proved popular with its trans Tasman customers and is in place when booking all Jetstar flights for travel on or after 29 October 2006. Call centre bookings for Jetstar on 131 538 from this period may also utilise the pre-select seat function. Customers that decide not to choose their seat at time of booking will be assigned seats at time of check-in.

Jetstar Chief Executive Alan Joyce made the announcement today at the Australian Tourism Exchange (ATE) in Adelaide.

"With the use of new technology Jetstar can introduce assigned seating without compromising on its position as the leading low fares carrier in Australia," Mr Joyce said.

"Jetstar will in three years be a predominately international business and consistency of an allocated seat for all Jetstar services is fundamental to our product offering.

"The introduction of allocated seats on all Jetstar services will not compromise the airline's existing and sustainable low fare, low cost model and we believe it will benefit our customers."

Jetstar operates allocated seating and passenger seat selection at Jetstar.com on its existing 56 weekly trans Tasman flights.

"The sound performance of Jetstar's Christchurch operations since December 2005 had in part been reflected in positive customer feedback towards the in-flight product," Mr Joyce said.

"Seat allocation will form part of Jetstar's in-flight product for our low fare long haul international flights which will also feature two classes of service.

"We are well advanced in assessing new technology enhancements at customer check-in and innovative online capabilities to support the procedure's low cost introduction."

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