JET AIRWAYS TO OFFER TAILOR-MADE FARE OPTIONS UNDER ‘FARE CHOICES’

News / Airlines



Jet Airways, India’s premiere international airline, will introduce a new flexible fare structure allowing guests more choice and freedom when booking flights.

The new fare structure, named 'Fare Choices' will be introduced effective August 17, 2016, and will provide significant benefits to guests.

Jet Airways joins a select group of airlines worldwide offering a branded fare structure which offers flexibility and transparency.

A total of eight new ‘Fare Choices’ will be introduced across Economy and Premiere, allowing guests to tailor their bookings to their individual needs. Guests traveling in Economy for instance will have the option of choosing from the *Deal, Saver, Classic or Flex* fare categories. Likewise, Premiere includes *Saver, Classic and Flex,* while in First Class there will only be one fare family – First.

‘Fare Choices’ are transparent and differ in flexibility and tailored benefits that otherwise need to

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be purchased separately. Some guests, for instance, may want flexibility in changing travel dates, others might want to accrue more JetPrivilege miles. Fare Choices will give them the ability to customise their travel experience according to their needs.

The various fare categories are differentiated based on the changeability and refundability of a ticket, mileage accrual, upgrade eligibility, priority check-in and lounge access.

Gaurang Shetty, Wholetime Director, Jet Airways, said: “When it comes to flying, guests’ needs differ depending on various factors. The new fare structure being introduced by Jet Airways will offer distinct features in each category as well as greater choice to our guests. Ultimately, this is about providing choice. In most industries there is a move towards allowing customers to tailor and customise their experience, and aviation is no different. The introduction of ‘Fare Choices’ is in line with our ‘Guest First’ philosophy to create an exceptional experience for our guests.”

The new flexible ‘Fare Choices’ will be available on all domestic and international routes through all of Jet Airways’ booking channels, including its website jetairways.com as well as travel agencies.

The baggage allowance is differentiated according to routes based on piece and weight and the same will reflect on the e-ticket.

29 JULY 2016

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