JetBlue Ends Relationship With Numerous Online Travel Agencies as It Executes New Distribution Strategy

Oct 19, 2017

Customers Benefit With Lowest Fare and Best Experience When Booking Directly on jetblue.com

First Phase Will Deliver Cost Savings to Airline as Part of Structural Cost Program

NEW YORK (October 19, 2017) – JetBlue (NASDAQ: JBLU) today announced it is ending ticket sales through more than 10 online travel agencies (OTAs) as part of its structural cost program to reduce costs across the airline. The change marks the first phase of a new online distribution strategy, which will focus on direct bookings though jetblue.com and select third-party channels.

The distribution cost structure through third-party channels makes it challenging to offer a full range of fares. By eliminating lower-yield online travel agencies, JetBlue will not only support its structural cost efforts but also help ensure that customers traveling with JetBlue have the best experience possible since direct bookings deliver benefits to customers:

- Direct bookings save the airline costly third-party transaction fees, which allows the airline to reduce costs and keep ticket prices low.
- Customers who book directly through jetblue.com have access to all fare sales and promotions, some of which may not be available on OTAs.
- Customers earn 3x TrueBlue points when booking on jetblue.com.[1]
- Booking through jetblue.com always gives customers access to JetBlue's fare options and other choices such as pet booking, etc.
- Booking directly through jetblue.com allows customers to seamlessly select their seats including upgrading their experience with Even More® Space.
- Making changes and cancelations through JetBlue's customer service channels is faster and easier when customers book directly with JetBlue.
- Booking directly with jetblue.com ensures JetBlue has customer contact information, enabling easy notifications of schedule changes or operational disruptions.

Always Lowest Price on jetblue.com

Although many customers believe they can find cheaper tickets on third-party websites, JetBlue guarantees customers that they will always find the lowest fare on jetblue.com. If customers find a lower JetBlue fare elsewhere on the same day of purchase, the airline will issue $100 credit good for travel on JetBlue.[2]

Supporting Comparison Shopping

Known for its competitive fares and superior service, JetBlue supports competition in the industry and the consumers' ability to view industry fares easily. Several aggregator sites offer customers the ability to compare fares and then redirects customers to the airlines' own booking channel to complete a reservation.

About JetBlue Airways

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 38 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights. For more information please visit jetblue.com.

[1] Members will earn three (3) points per dollar spent on any individual flight operated by JetBlue. If those JetBlue operated flights are booked directly on jetblue.com, members can earn bonus points depending on the fare option selected as follows: members who have purchased a Blue fare can earn an extra three (3) bonus points per dollar for a total of six (6) points per dollar, members who have purchased a Blue Plus fare can earn an extra four (4) bonus points per dollar for a total of seven (7) points per dollar and members who have purchased a Blue Flex fare can earn an extra five (5) bonus points per dollar for a total of eight (8) points per dollar. Members who have purchased a Mint fare can earn an extra three (3) bonus points per dollar for a total of six (6) points per dollar, if those JetBlue operated flights are booked directly on jetblue.com. TrueBlue Mosaic members will earn an additional three (3) TrueBlue points per dollar spent. Points will be earned on the base fare of the flight only. Points will not be earned on government taxes/fees or other fees or charges (e.g., travel insurance, change/cancel fees, etc.). All TrueBlue points are subject to the TrueBlue program Terms and Conditions.

[2] In order to receive credit for a lower JetBlue fare found, you must: Purchase a fare online at jetblue.com. Find a lower JetBlue fare (including taxes and fees) on another website for the exact same flight(s), itinerary, date(s), number of travelers and seat type. Call Customer Support at 1-800-JETBLUE (538-2583) by 11:59 p.m. ET on the same day of purchase. Provide the confirmation number of your jetblue.com purchase, the lower fare and the exact URL where you found it. Customer Support must be able to locate the lower JetBlue fare during your phone call. Once the lower JetBlue fare is verified, a $100 credit will be issued within 24 hours. Credits are nontransferable, valid for one year from date of issuance, and good for future travel only. They cannot be applied toward the current flight purchase. Applies to new, air-only JetBlue flight purchases made after November 10, 2010. Applies only to un-flown, oneway and roundtrip flights originating in the U.S. Does not apply to refundable fares, code-share or interline travel.

Applies only to lower JetBlue fares found for the exact same flight(s), itinerary, date(s), number of customers and seat type. Does not include differences due to upgrades such as Even More Legroom.Applies only to online fares available to the general public and with no special discounts. Excludes corporate bookings, group bookings, JetBlue Vacation packages and cruises. JetBlue reserves the right to deny any claims that cannot be reasonably verified, or for which you have provided incomplete information. Full terms: https://www.jetblue.com/flying-on-jetblue/customer-protection/

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