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JetQuay scores major coup with Japan Airlines

Under deal signed last week, JAL is first major carrier to use CIP terminal. -BT

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JAPAN Airlines (JAL) yesterday became the first major network carrier to use Changi Airport's JetQuay's Commercially Important Persons (CIP) terminal to handle all of its premium passengers.

Under what was signed last week and took effect yesterday, all of JAL premium passengers can check in as late as one hour before their flight, significantly reducing their time at the airport. And at boarding time, JetQuay officers will personally transport passengers to the air-bridge by electric buggy.

JAL president and chief executive Haruka Nishimatsu said: 'Offering our top-tier travellers this unequalled level of service will greatly enhance our competitiveness in Singapore.'

The deal is a major coup for JetQuay Pte Ltd, which started operating the standalone CIP terminal - located between Terminal 2 and the Budget Terminal - in September 2006.

Designed to cater to high-end travellers who want exclusivity and privacy, the CIP has been relatively under-utilised. Its users have largely been 'members' who pay upwards of \$150 on a per-use basis and VIP state visitors.

Besides a range of luxury facilities that include lounges, spas, business offices, nap rooms and meeting rooms, the terminal has private parking where travellers can leave their vehicle on a complimentary basis for the duration of their stay abroad.

And at the drive-up lobby, passengers are welcomed by JetQuay guest relations officers, who handle luggage, check-in and straight-through immigration processing.

'We are proud to welcome Japan Airlines and congratulate them on their service enhancement,' said Barry Nassberg, executive vice-president and chief operating officer of JetQuay's major shareholder Worldwide Flight Services.

Mr Nassberg sees future demand for the CIP terminal arising from mainline carriers. 'Premium customers are no longer content with the traditional features of separate check-in desks and having a pass to a lounge,' he said.

'To compete, increasingly, the trend worldwide is for airlines to offer premium customers a separate, discreet terminal with luxurious facilities which is quite apart from the mainstream.'

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