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Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Ralph G. Tonseth

SUBJECT: JETBLUE AIRWAYS AT SAN JOSE **DATE:** 03-19-04

Approved

Date

3/9/04

INFORMATION

JetBlue Airways will begin new daily nonstop service between San José and New York's John F. Kennedy International Airport (JFK) on June 10, 2004. Operating out of Terminal C, the flight will run on an Airbus-320 aircraft, with capacity for 156 passengers. JetBlue Airways joins a diverse carrier base of 12 airlines currently operating at SJC.

JetBlue Airways offers low fares and high-level customer service, making it a popular choice for travelers. Amenities include free live satellite television, leather seats, and unique snacks. Soon it will add pay-per-view programming to passengers as well.

The new service links San José with New York City, offering greater opportunities for business and tourism markets as well as more choices for travelers. The innovative spirit of Silicon Valley is a match with the innovative spirit of JetBlue's product and its customer service. JetBlue Airways joins American Airlines who currently offers daily nonstop air service between San José and New York's JFK Airport.

To support the new carrier and air service, a comprehensive outreach program is being developed. Partnerships between the Airport and the San José Convention and Visitors Bureau, local chambers of commerce, and other partners will be utilized to reach leisure travelers, corporate, business and trade organizations including corporate travel agents and local hotel concierge staff.

For JetBlue Airways flight schedules and airfare information go to www.jetblue.com/

RALPH G. TONSETH
Director of Aviation, Airport

