

Congratulations Maja with the announced start of the JetBlue operations from New York and Boston to Amsterdam! Can you start by introducing yourself and your team to our readers?



Hello, my name is Maja Gedosev, born in Serbia and now based in London, UK. As the General Manager Europe for JetBlue I look after UK and our new European markets France (Paris – New York launching 29 June) and The Netherlands (Amsterdam – New York launching 29 August and Amsterdam – Boston launching 20 September). As we continue to grow our transatlantic footprint, I will also be looking after our future markets in Europe. We have a small but very dedicated sales team we have established through our partnership with Discover the World in Amsterdam. Kristel Bronswinkel is responsible for Inside Sales and Suyay Lopez looking after our B2B sales support under the leadership of André van der Sluis.

You have worked previously for some other airlines. When did you join JetBlue?

I have worked previously for the Etihad Aviation Group for a number of airlines in their portfolio, such as Air Serbia and Air Seychelles. I joined JetBlue just over 3 years ago to kick off the preparation of the transatlantic services from New York and Boston to London. Currently we serve 3 daily flights to London Heathrow and 2 daily to London Gatwick. We started those services in August 2021 in the middle of the pandemic; Americans could enter the UK, but the USA was still closed for European travellers until the beginning of November that year. Travel is back and the flights launch to Amsterdam Schiphol and Paris Charles de Gaulle should show a much smoother start.

When will the trans-Atlantic services to Amsterdam commence?

The first flight out of New York JFK will take place on 29th August arriving in Amsterdam on the 30th with the return to JFK on the same day obviously. Boston will follow on the 20th September arriving in Amsterdam on the 21st.

We opened the booking inventory in the GDS's for sale on 25th April and we are very happy with the booking-trends so far. At the same time, we joined BSP in the three Benelux markets and are currently working hard to get all the relevant players from Leisure Retailers and Online Travel Agents, to TMC's connected.

We are working with travel trade to launch marketing campaigns showcasing our product and services.

Sales expectations are being met and bookings are going really well. The market clearly welcomes a new product and new entrant like JetBlue. We are receiving a lot of positive feedback.

What can we expect from JetBlue product- and service-wise?

We bring an innovative product, not only for the premium cabin which we call Mint, but especially for our core cabin (the economy class) customers. We offer an elevated experience for all passengers such as free Wi-Fi, ability to customize their meal by building your own menu. We are able to do so since we operate a single aisle aircraft, offering almost a private jet experience.

We operate A321neo LR aircraft with 24 Mint Suites of which 2 are Mint Studios (can seat 2 people travelling in Mint) upfront and 111 seats in our Core Cabin (economy class). The Mint Studios are designed to reflect a "lounge-home feeling", where people can enjoy a meal, cocktails or movies together.

If you would have to single out one aspect of JetBlue's USP's, what would that be?

I don't have to think about that, since that is our crew. I truly believe that we have the best cabin crew. They are very friendly, caring, and represent the true values of JetBlue. Our cabin crew on these flights are dedicated to trans-Atlantic services only and are true ambassadors of our unique culture, proudly showcasing the JetBlue values.

Looking at your customer base, where is priority in the Netherlands?

We are reaching out to customers not attached to any particular airline so predominantly to start with the leisure customers. And those customers who want to experience New York and Boston as well as those adventurous who are willing to try a new product.

And of course, people who wish to travel beyond New York and Boston.



Which beyond destinations apart from New York and Boston does JetBlue focus on?

After New York and Boston, we focus on our domestic network, like destinations in Florida, and Westcoast cities such as Los Angeles and San Francisco, but we also see Las Vegas as a potential destination from Amsterdam and to all these cities we offer fantastic connections with a 2-to-3-hour connection time. But New York and Boston will continue to be our focus cities both having most frequencies with a large customer base locally.

We are also about to launch Latin-American and Caribbean connections in our systems so also for example Curacao will be on sale soon.

JetBlue already operates to London for 2 years and will commence services to Paris this June and Amsterdam in August. Does this serve as a blueprint for a further trans-Atlantic expansion?

Definitely. We expect to add another 20+ aircraft of the Airbus 321 LR and XLR series to our fleet, which we also hope to deploy to some of the 'warmer destinations' in Europe in 2024.

What will be the biggest challenge for JetBlue in Amsterdam?

Our biggest challenge currently is to convince the market to try us out. With customers attached to airline loyalty programs etc. that is a tough job. But we hope to get a chance to show our product to as many customers as possible to experience what we have on offer:

With a high-quality product with a fantastic service at lower fares we are committed to stay in the market, to give customers choice and to ensure a long-term product-offer from Schiphol for which we are needing winter slots. With our new generation aircraft, we produce less noise, less emissions at lower fares. We have long-term ambitions.

Where does JetBlue stand in the aviation-sustainability discussion and what are JetBlue's ambitions to decarbonize its operations?

Obviously, we operate very modern and more sustainable aircraft like the Airbus neo family. Onboard we do not use plastics and we have everything made from recycled materials, including for example the amenity kits. In North America JetBlue was the 1st airline operating carbon-neutral domestic flights through carbon-offsetting (forestation projects etc.). But naturally, that is only a temporary solution. Our long-term goal is to fully commit to Sustainable Aircraft Fuels (SAF), with a target of adding a minimum of 10% SAF to our flights in 2030, which is a lot more than the 6% mandate of the European Commission. And currently we are negotiating on ample SAF-supply.

We will be reducing our emissions by 25% per Available Seat Mile (ASM) by 2030, 40% of our ground equipment will be electrified in 2025 going up to 50% by 2030. And we also have our pilots taxiing on one engine only to reduce emissions.

And all these measures are not cheap; SAF is around 5 to 7 times more expensive than regular jet-fuel. But still we want to do it.

What are your personal ambitions for the next 10 years?

I would love to see trans-Atlantic services flourish and all LR and XLR aircraft to be dedicated to European markets and as such build our customer base. I want customers to recognize the good value of JetBlue. And personally, I want my daughters to finish their education and be happy in life. And then I hope to get a bit more time to travel privately.

My message to the Dutch market is that you will find a best friend and a great partner in JetBlue. Everyone in our team is committed to make it work and we hope to see many of you at our ribbon-cutting ceremony on August 30.

