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Qatar Airways launches website for mobile phone

Qatar Airways, in partnership with Mobiqa, has launched a mobile version of the company website, an official said yesterday.

The new mobile website enables travellers to easily access the most popular services of qatarairways.com through their Internet-enabled mobile device. Mobiqa is a mobile content-optimisation company.

The new website provides convenient access to online functions such as flight check-in, flight status information, seat selection, travel information and important information about Qatar Airways.

Users can also sign up to receive the latest flight offers from Qatar Airways as well as receive their boarding pass directly to the mobile phone.

Officials said the technology behind the airline's mobile website contains device-specific recognition which automatically adjusts the site depending on the device being used, without the need to download an application or make changes to the handset.

Qatar Airways chief executive officer Akbar al-Baker said: "As Qatar Airways grows exponentially, we are continuously improving our customer's overall experience even before they board a Qatar Airways' flight.

"Our mobile service offering integrates seamlessly with our operations globally and encourages our customers to self-service, whenever and wherever they prefer. This once again is an example of our ongoing commitment to providing our passengers with an exceptional experience when they fly with us," al-Baker said.

Qatar Airways already offers its passengers the option of having their boarding pass sent straight to their mobile device following online check-in up to 36 hours in advance.

Mobiqa CEO Nick Rankin said: "Mobiqa enjoys an excellent relationship with Qatar Airways, since we started to offer mobile phone boarding passes to Qatar Airways customers in 2008. Extending Qatar Airways' mobile services to include a fully optimised mobile website seemed like the next logical step for a company who continuously looks to offer only the best in customer service to their passengers."

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