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## Mobiqa provide WestJet passengers with mobile boarding pass convenience

This month, Mobiqa, in partnership with Sabre Airline Solutions, secured a contract with WestJet, Canada's leading high-value, low-fare airline to provide their passengers with a mobile barcoded boarding pass service.



This service will see WestJet's passengers receive Mobiqa's fully Optimised, IATA standard barcoded boarding pass following check-in from web or mobile.

Mobiqa will provide this service in conjunction with Sabre Airline Solutions, a world leading provider of high performance solutions for airlines and airports. More than 300 air carriers and over 100 airports use Sabre's solutions to better market their schedules, sell their products, serve their customers and operate more efficiently.

WestJet's mobile boarding pass solution enables passengers to receive their boarding pass on their phone rather than queuing up to collect it from the check-in desk at the airport. The mobile boarding pass is fully Optimised specifically for the passenger's mobile device and is delivered as an SMS web-link or email web-link message.

Nick Rankin, CEO, Mobiqa, comments, "Mobiqa are delighted to be working alongside two of the industry's foremost companies, well known for their innovation leadership.

Our mobile barcoded boarding pass service is a great fit with WestJet's commitment to their guests to provide them with only the very best customer services ."