



## Stanford eCorner

### Ticketless Travel

David Neeleman, *JetBlue*

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Video URL: <http://ecorner.stanford.edu/videos/282/Ticketless-Travel>

Neeleman talks about how technology is very important and has revolutionized many things in the airline industry. At JetBlue, we call technology high-tech, high-touch. You need to be able to do both.



#### Transcript

A lot of you are interested in technology and a lot of you in the application of technology. The reason that this Open Skies company technology company came about is that after I started Morris Air, we became the first ticketless airline, the e-ticket. I invented ticketless travel when I was at Morris Air. Then, when they purchased us, Southwest, then we exported that to Southwest and then Southwest got all the credit and they have a place in the Smithsonian even though it was our technology that helped them do that. So technology is very, very important and we've revolutionized a lot of things in the airline business but we call it high tech, high touch. You need to be able to do both high tech and high touch.