

Jeju Air's Transformation Through Navitaire Edge Shopping Implementation



JEJU AIR
SEOUL,
SOUTH KOREA

CASE STUDY: NAVITAIRE EDGE SHOPPING

Jeju Air, one of South Korea's leading carriers, faced significant operational challenges prior to adopting Navitaire Edge Shopping. As international travel demand surged, Jeju Air's existing systems struggled to keep pace with evolving requirements and growing traffic.

Challenges

- **Look-to-Booked (LTB) concerns** – With the rise in international travelers, Jeju Air saw its “look” numbers for international routes soar — estimated at four times the volume of domestic routes. As Jeju's own cache solution could not be used for international looks, it caused further strain on LTB.
- **Limitations of Jeju's internal cache solution** – Jeju Air relied on its own internal shopping cache solution. This system was not used for international routes due to functional and accuracy issues, such as incorrect tax calculations. Additionally, the cache's low Time to Live (TTL) of just 60 seconds meant frequent refreshes from Navitaire were required, further increasing LTB.
- **High cost of sale events** – Running major sales, especially the annual “JJIM Special Price” event, demanded significant technical resources and incurred high operational costs. Jeju Air often requested up to 24x capacity across all Navitaire tiers, making these events expensive and complex to manage.

How Navitaire Edge Shopping helped

- **LTB reduction** – Navitaire Edge Shopping dramatically improved the look-to-booked ratio for traditional shopping. In May 2025, the LTB ratio was 1362:1. By December 2025, after transitioning most traffic to Navitaire Edge Shopping, it dropped to just 10:1. This represents a reduction of over 99%.
- **Shopping traffic growth** – Since implementing Navitaire Edge Shopping, Jeju Air's shopping traffic has consistently grown. Average transactions per second (TPS) rose from 450 to 720, with peaks reaching 1,000 TPS — a 60% increase.
- **Seamless shopping experience** – Nearly all shopping traffic (~99%) shifted to Navitaire Edge Shopping, which provided an efficient and consistent shopping experience across channels. The reliability and accuracy of Navitaire Edge Shopping eliminated the need for Jeju to maintain an internal cache.
- **Uptick in booked segments** – The shift to Navitaire Edge Shopping correlates with higher booking volumes. In recent months, net segment volume reached 1.7 million in December 2025 and 1.9 million in January 2026.

“Since implementing Navitaire Edge Shopping, Jeju Air has achieved a significant reduction in look-to-booked ratio, materially enhancing system availability during sales events, while significantly improving operational stability by reducing adverse load on other Navitaire systems (including DB tier).

The solution has helped us overcome limitations of our internal caching solution, strengthened our overall shopping performance, optimized infrastructure utilization, and enhanced overall cost efficiency (especially during large sale events).

During high-intensity fare sales, when traffic volumes increase up to four times baseline levels, Navitaire Edge Shopping has delivered consistent response times and stable transaction processing without any degrade in performance. The scalability and resiliency of the platform provide the technical foundation required to support our growth, maximize revenue opportunities, and maintain a reliable digital retailing environment for our customers.”



Harrison Lee
Chief Commercial Officer
Jeju Air

Jeju Air's Transformation Through Navitaire Edge Shopping Implementation (continued)



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- **Efficient planned sales** – For routine sale events spiking shopping demand up to 400%, Navitaire Edge Shopping allows quick and minimal adjustments, such as a simple Azure Kubernetes Service configuration change to add capacity, eliminating the need for additional Navitaire resources. This has reduced expenses related to event preparation and teardown.
- **Cost savings during sale events** – For the annual “JJIM Special Price” sale, Jeju Air’s requests for additional capacity dropped from 20x to just 2x on Navitaire application tiers in 2026, thanks to Navitaire Edge Shopping. This translated into significant cost reduction.
- **Sales revenue uptick** – The combination of minimal planning, lower LTB, increased shopping traffic, and operational stability has led to higher sales revenues for Jeju Air.
- **Reduced system costs** – As a result of decommissioning Jeju’s own cache service, Jeju Air no longer incurred costs associated with maintaining or enhancing the solution, leading to an estimated annual cost saving of approximately USD \$50,000.
- **Zero incidents during “JJIM Special Price” 2026 event** – The 2026 JJIM sale ran smoothly with zero Navitaire Edge Shopping-related incidents, creating a glitch-free shopping experience for customers and no operational disruptions for Jeju Air.

Conclusion

Navitaire Edge Shopping has revolutionized Jeju Air’s operations by allowing quick and effortless adjustments during sales events, removing the need for extra resources. This shift has delivered a seamless and reliable shopping and booking experience, as shown by the flawless execution of the 2026 JJIM Special Price event with no reported issues. Jeju Air saw dramatic improvements, with the look-to-booked ratio dropping from 1,362:1 to just 10:1. The airline also enjoyed a substantial increase in shopping activity – up 60% – as well as higher booking volumes and significant annual cost savings of USD \$50,000. Together, these benefits have fostered hassle-free transactions and elevated customer satisfaction.