

Charter planes propel companies skywards

There's a reluctance among some business executives to charter aircraft. They may be concerned about appearing extravagant or alarming shareholders.

While they mull quietly over the costs and benefits, thousands more are regularly hiring jets to do business quickly and efficiently.

As estimated 98 per cent of the top 50 World's Most Admired Companies, compiled by *Fortune* magazine, rely on chartering planes. As does 88 per cent of the top 50 companies in *Forbes* magazine's Global 2000. Why? Because despite the cost to charter an aircraft, CEOs know it makes good business sense.

Darren McGoldrick, Vice-President of Asia Pacific at aviation services provider ExecuJet, says chartering a plane for business needs is about efficiency, flexibility and privacy.

"Commercial air travel is inherently inefficient, leaving executives exhausted and ineffective, their precious time lost," he says. "To decide whether to charter a plane, you need to consider what your time as a business owner is worth."

"It's the value of the project, proposal or deal you're working on – if it's worth millions, flying people in efficiently might definitely be worth it. All of that becomes part of the equation."

ExecuJet provides planes of varying size and capacity. Chartering a small/light plane carrying up to six people can start at less than \$5000 an hour, inclusive of all services; a larger plane, which can carry up to 16 people, will cost around \$12,000 an hour.

The majority of ExecuJet's charter flights service cities and towns on Australia's east



Chartering is about efficiency, flexibility and privacy.

Photo: BLITZ AGENCY

coast and in New Zealand. But with access to 150 aircraft around the world through operating bases in Africa, Asia Pacific, Caribbean, Europe, Latin America and the Middle East, ExecuJet is also able to arrange flight schedules for clients when they travel overseas – outside curfew restrictions if required.

About 70 per cent of ExecuJet's business comes from savvy executives in sectors as diverse as property, entertainment, resources, financial services, food and beverages, manufacturing, construction, health and tourism. Often, these clients need to get to remote or underserved destinations, or places served better by a local airfield than a commercial airport.

The beauty of hiring a jet on a mission-by-mission basis, of course, is that you don't get bogged down with the time-consuming management responsibilities. It's like owning your own aircraft, without the stress. Plus, you have absolute confidence that all safety standards are up to date.

ExecuJet holds approvals for ISBAO (International Standard for Business Aircraft Operations), Wyvern (a required standard for many blue chip/Fortune 100 companies), and Flight Safety Foundation BARS, a requirements of the resources sector.

While the company aims to get their clients from A-to-B as fast, efficiently and safely as possible, it also aims to offer that

VIP experience along the way. We're not just talking about the limousine or helicopter transfers and VIP processing in terms of security, customs and immigration. Clients swoon over the luxurious plane interiors, Wi-Fi capability and high-end dining sourced from their favourite Australian chefs and restaurants.

For those working in industries that require confidentiality, a chartered jet also provides the perfect location for secure meetings; private aviation pilots and crew know that absolute privacy is an inherent expectation.

"Charting a plane is about overcoming your challenges," says McGoldrick. "Your aircraft becomes a true business tool."

WE FLY YOUR WAY.

Time flies. With ExecuJet you can make the best of it. In today's dynamic and competitive business environment, it is more important than ever to choose a partner that understands your needs, a partner that delivers a personalised, safe and responsible vision of total aviation services. When chartering an aircraft from ExecuJet, you can be assured of a service that is discreet, safe, comfortable and time-efficient.

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