

MOBILE

Gotham Air provides taxi services via helicopter with mobile app

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Gotham Air helicopter

By NANCY BUCKLEY

Helicopter charter brand Gotham Air is easing connection services with a mobile application that provides instant bookings.

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Luxury Daily

Frequent travelers are able to book a helicopter service to and from New York area airports and the city on their smartphones. The ability to hop on a pre-booked flight or request services at the most convenient time will appeal to jetsetters looking for the quickest way to beat traffic.

"I lived in New York for 25 years, and when I travel it often takes me longer to get to my apartment in Manhattan than it does to get from the airport to Chicago or Miami," said Tim Hayes, CEO of **Gotham Air**, New York.

"I literally spend more time on the ground in New York than I do in the air," he said.

"We realized that there used helicopters that went to the airports, we wanted to bring that elegance back. People have been able to private charter helicopters to airports, but it is incredible experience to charter an entire helicopter. By crowd sourcing we make it accessible to everyone."

Chopper taxi

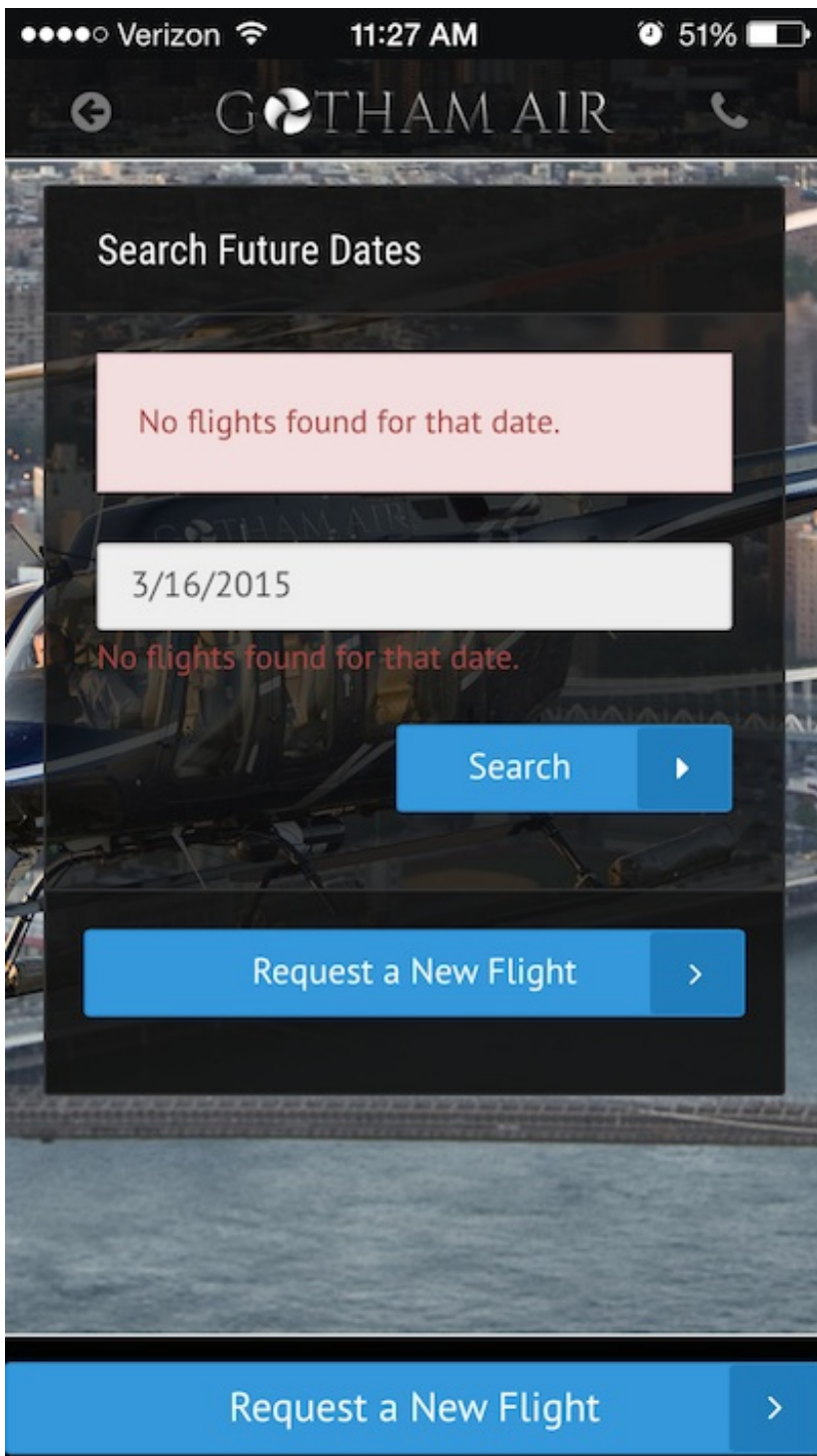
The crowd sourced helicopter app allows consumers the opportunity to hop on a preexisting flight with available seats. If the timings available are not convenient, the guest can start their own time.

When a consumer opens the app the next upcoming flight appears on the home screen with the amount of seats available and price per seat listed. Users have the option to search other dates and request a new flight.



View on way to Newark Airport

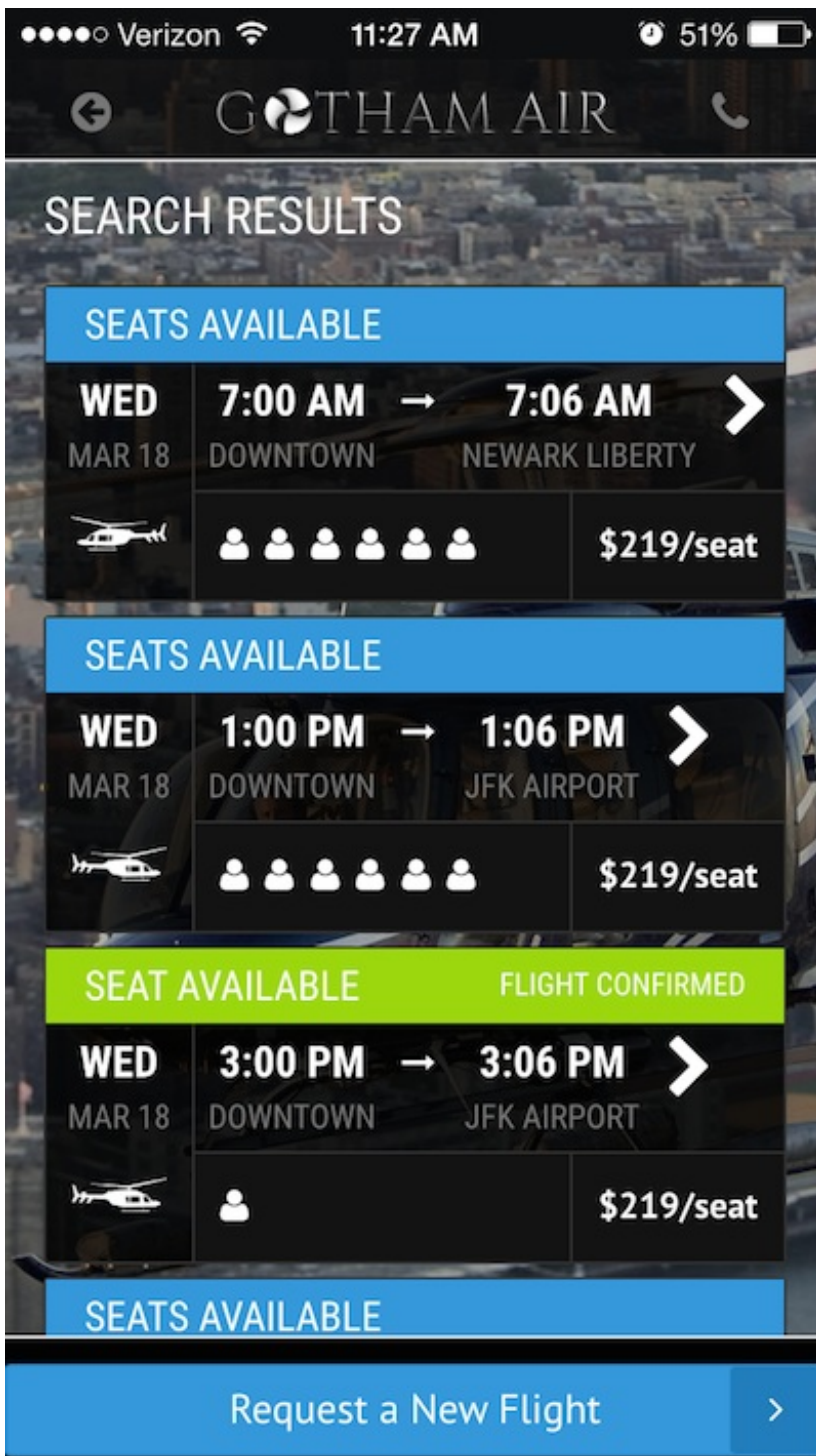
A small phone icon appears in the top right corner, and at any moment consumers can call Gotham Air for assistance.



Gotham Air search

All charters must have a minimum of four passengers on each flight. If the number is not met the consumer is refunded their ticket and the flight is cancelled.

Flights depart from Pier 6 on the East River in New York.



Gotham Air flight options

Flights from New York to Newark Airport and JFK take about six minutes, a trip that can be up to two hours by car. The price per seat is \$219.

Brand twists

The Uber-like service of Gotham Air has been seen by other brands as well.

For instance, Blade, the crowdsourcing helicopter charter brand, expanded its short-distance aviation services for the holidays.

Over the summer, when Blade was launched, the service operated helicopter charters from New York to the Hamptons with an arrival time averaging 35 minutes after take off. Now, travelers heading to New Jersey can use the Blade mobile application to quickly charter a helicopter to and from New York helipads and Teterboro Airport ([see story](#)).

Other brands are less likely to be able to use this mentality with their products, but many have used Uber itself to gain brand awareness.

For instance, British automaker McLaren partnered with mobile app Uber in Dubai, United Arab Emirates, to bring the innovative concepts of both brands to consumers and fans.

Uber users in the city were given a surprise when a McLaren vehicle pulled up to their designated location for their taxi pick-up. The British automaker gave Uber consumers another shock when they were handed the keys to drive the vehicle, leaving a user-friendly campaign that likely resonated with participants who unexpectedly interacted with the brand ([see story](#)).

Quick and mobile-optimized apps reach the technologically inclined and younger consumers.

"We thought it was going to be mostly business traveler going away for a quick business trip but we have seen that the audience is a little bigger," Mr. Hayes said.

"There a lot of young leisure travelers who want to start the trip in a fun way," he said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/kOeOXopXie4>

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