

INTERNET

Luxury Aircraft Solutions highlights service with new program

January 11, 2016



Luxury Aircraft Solutions Learjet 85

By FORREST CARDAMENIS

Private aviator Luxury Aircraft Solutions Inc. is opting for transparency with a new Web site and membership program.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

On the new site, users can receive an instant quote on a search based on departure and destination cities, date, time and aircraft, providing a level of transparency above the norm for the industry. Opting for features more convenient to consumers could give Luxury Aircraft Solutions an upper hand in the crowded marketplace.

"Transparency must be a priority when offering any service, especially to clients as sophisticated as ours," said Daniel Hirschhorn, managing director of [Luxury Aircraft Solutions](#). "The typical private aviation consumer is very intelligent and successful in whatever they do. They easily see through the \$1,000 flights, and unrealistic membership gimmicks some competitors offer.

"Luxury Aircraft Solutions offer a service that stands out as straightforward, very competitively priced and with the highest quality airplanes and flexibility our customers deserve," he said.

Flying high again

The new booking Web site is designed to offer free quotes on specific flights and those hoping to lock in flights ahead of time also have a new option. Coinciding the launch of the new site is the debut of the Jet Card Program.

The Jet Card Program allows travelers to purchase flight time in advance or, if preferred, to load them with money to allow greater flexibility in aircraft choice. Dollar-value cards do not lock in at an hourly rate.



Luxury Aircraft Solutions TBM 850

Key to the new jet card is that there are no replenishment policies or expiration dates. Cards do not expire and a customer can even trade in a card for a refund of the value left on it.

A more common private aviation model is fractional jet ownership, in which a rate is paid upfront to have use of a particular jet for a pre-determined number of days or flight hours. Allowing a choice of aircraft gives more flexibility to those traveling with a group significantly larger or smaller than normal.



Luxury Aircraft Solutions jet

Because the Jet Card does not expire, consumers are at no risk of a sunk cost for unused flight time that a fractional ownership model may impose.

Additionally, Luxury Aircraft Solutions is breaking new ground by offering empty leg flights. Many private flights are one-way journeys, meaning the planes return to their origin empty. Luxury Aircraft Solutions will be offering seats on these planes at a discounted rate to encourage spontaneous travel for those with flexible schedules.

The lower price points may give younger, aspirational consumers a taste of private aviation that they could not normally afford. That positive experience with Luxury Aircraft Solutions could keep them loyal as their incomes begin to rise and private aviation becomes a more realistic and affordable possibility.



Luxury Aircraft Solutions jet interior

Younger consumers and those most familiar with the Internet are generally the consumers who most expect to have prices and other information readily available, so the business model may prove popular with that demographic.

Also suggesting that the company is targeting younger consumers, the Web site features responsive design, allowing consumers to search for flights on their phones. Mobile shopping is outpacing any other form, and the gap is only expected to grow in coming years. Getting there first gives Luxury Aircraft Solutions an edge over competitors who are not as quick to adapt to current consumer trends.



Falcon 10 aircraft

"Mobile has become increasingly important over the past few years, and much of our Web site traffic and last minute aircraft charter bookings are from mobile devices," Mr. Hirschhorn said. "If it's difficult to research or buy something you're interested in from your phone or tablet, you're going to go elsewhere."

Jet airliner

Other private aviators have also grasped the importance that mobile payment will have in the sector.

For example, private jet company Skyjet is working to revolutionize private air travel with a new mobile application that is fully integrated with Apple Pay.

The app allows users to request and purchase flights at the tap of a finger, eliminating timely procedures that may dissuade affluent consumers from chartering jets. The introduction of this new technology will make it easier to book flights, likely encouraging more travel ([see story](#)).

Although fractional jet ownership is the prevailing or best known private aviation model, other brands are also opting for flexibility and service.

For example, Private aviator XOJet is showing how it gives "power to the passenger" through its latest marketing campaign.

XOJet will use programmatic retargeting and search as well as videos and still images to alert consumers to its flexible and convenient services, which differ from fractional jet ownership. The market for private flying is small, so carefully crafted and well-targeted advertisements are essential to keep a brand visible in a compact marketplace ([see story](#)).

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York