

COMMERCE

JetSuiteX opens private jet travel to aspirational audience

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JetSuiteX planes

By STAFF REPORTS

Private aviation firm JetSuite is opening up the private jet experience to the public with the launch of a public charter operator under the brand name JetSuiteX.

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JetSuiteX will operate weekday flights from San Francisco to Los Angeles starting April 19, with weekend flights to Los Angeles starting April 22. With introductory fares starting at \$109, this gives an aspirational audience the opportunity to experience private jet travel with JetSuite, creating a relationship that may grow as they gain spending power.

Aspirational aviation

JetSuiteX will be flying Embraer E135 aircraft out of private plane terminals at locations including Burbank Bob Hope Airport and Costa County's Buchanan Field in Concord. This allows the travelers to avoid long lines for check-in and treks through the airport with luggage.

Each aircraft will have 30 seats, with legroom that rivals that of domestic carrier's business class. During the flight, consumers can enjoy entertainment streamed to their devices and free WiFi.

JetSuiteX has created an advertising campaign laying out some of the benefits of flying on one of its planes instead of commercially. "Private for the Public" centers on a short animated film.

JetSuiteX's "Private for the Public" campaign

As opposed to other private charter services, consumers do not have to be monthly subscribers to book. They can reserve single seats through the JetSuiteX Web site, app or via phone call from April 5.

Providing additional value for JetSuiteX users, those who book will earn TrueBlue loyalty points through a partnership with JetBlue.

JetSuite, the fourth largest private jet company in the United States, began operating in 2009 with four and six seat planes. JetSuite's recently acquired Embraer E135 planes will be used for public JetSuite flights, but consumers can also book them for private charter at \$8,000 per hour for the entire plane.

"For travelers on the busy SF-LA corridor, JetSuiteX now offers a real choice a private jet style experience for the price of an airline seat," said JetSuite CEO Alex Wilcox in a brand statement. "Many of our private jet customers have

been asking us to provide the JetSuite experience in an aircraft with more seats and longer range, and we've listened.

"The E135 is the perfect aircraft for a family vacation, group sports trip or destination wedding, so people can even charter the whole aircraft very cost effectively."

JetSuite based a 2014 campaign on the industry's lack of transparency by emphasizing the misleading pricing hooks of competitors.

The "Smart Money Flies JetSuite" campaign called for consumers to investigate final flight costs to see whether or not they were being charged more than expected. Appealing to consumers' sense of fairness may win the brand clients in an industry that has relatively few players and is experiencing growth ([see story](#)).

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