

MOBILE

Skyjet satisfies instant gratification economy with mobile app

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A jet available through Skyjet

By FORREST CARDAMENIS

Private aviator Skyjet is embracing the on-demand economy with new custom booking and other mobile application updates.

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The Skyjet app offers the consumer the opportunity to determine which type of aircraft is best suited to the occasion with immediate pricing and availability. As with the automotive industry, the jet industry is moving away from traditional models and shifting to an on-demand standard that better suits the needs of today's consumer.

"Skyjet has no fee membership, no capital commitment and that's always attractive in an economy that's sluggish," said Greg Richman, president of Skyjet. "As you have seen, the stock market has been going up and down, so there's sensitivity as far as putting funds on an account, so pay as you go is what consumers want."

On-demand flight

On the app, consumers simply select their airports of arrival and departure, travel dates and the number of passengers, and then are given a selection of available aircraft to choose from. Providing the transparency consumers crave, the price of each aircraft is visible on each selection.

After selecting a jet, the next screen displays the speed, passenger limit and luggage space of the vehicle, helping to ensure the optimal selection is made. Among the jets are the Nextant 400XT, selection by business weekly "Barron's" as one of the "Finest Five" business jets.



Skyjet jet selection

Other jets available through Skyjet include the Learjet 40XR, the Cessna Citation X and the Gulfstream G450, whose top speed of 450 mph, 16 passenger limit and nearly 5,000 miles of range make it ideal for long and multigenerational journeys.

Alongside instant access to availability and pricing, Skyjet also offers the option to book instantly using Apple Pay, conveniently cutting out the extended process of entering credit card information. However, credit cards and wire transfers are also accepted.

The instant booking is available only for flights within the United States and with at least 48 hours notice. If these conditions are not met, users can still receive a customized quote with the tap of a button or coordinate with Skyjet via phone, email or livechat, ensuring all consumers can communicate via their preferred method.



Skyjet app

The private jet model is more traditionally one of jet cards, memberships, monthly dues and/or fractional ownership that allow access for a set number of hours. However, start-ups, most notably ride-sharing service Uber, that focus on young consumers have led a sea of change and ushered in an on-demand economy.

As the young audience that favors Uber begins to see its income increase, they would naturally expect the same convenience for other forms of travel. The same logic necessitates Apple Pay, so as to ensure booking maintains the same ease and simplicity.

The new economy

Although on-demand is not yet the norm among private aviators, other companies besides Skyjet are hoping the model provides differentiation from competitors.

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](#)).

Beyond automobiles and private jets, the on-demand economy has also reached the yachting sector.

New luxury travel company Immidia recently launched its app with a promise to be Uber for yachts.

Immidia allows consumers to hail a yacht to charter for private use, with delivery promised in no more than a couple hours. The new digital economy has encouraged a consumer mindset based around immediately fulfilling wants

and needs, and the app represents a further step in the direction of on-demand luxury ([see story](#)).

"A lot of times what's happening is the consumer becomes very savvy, and they will shop each trip and make a decision if it should be on-demand or on their jet card," Mr. Richman said. "It's a different marketplace now, and with the new technology such as an app, or even a Web site, they have info about private jets.

"Consumers are a lot more aware of the marketplace and pricing now, just as in any other industry."

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