

TRAVEL AND HOSPITALITY

JetSmarter expands shuttle service with transatlantic route

June 29, 2016



JetSmarter lets consumers book private travel directly through an app

By STAFF REPORTS

Private aviation company JetSmarter is speeding up transatlantic travel with the launch of a JetShuttle making trips between New York and London.

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

Claiming to be the first of its kind operating on this route, the JetShuttle allows passengers to book a single seat on a private plane for a direct flight that is said to arrive faster than the Concorde. Private jet companies are finding a happy medium between private jet charter prices and commercial flights, offering affluent travelers more luxurious ways to travel that are more accessible.

Across the pond

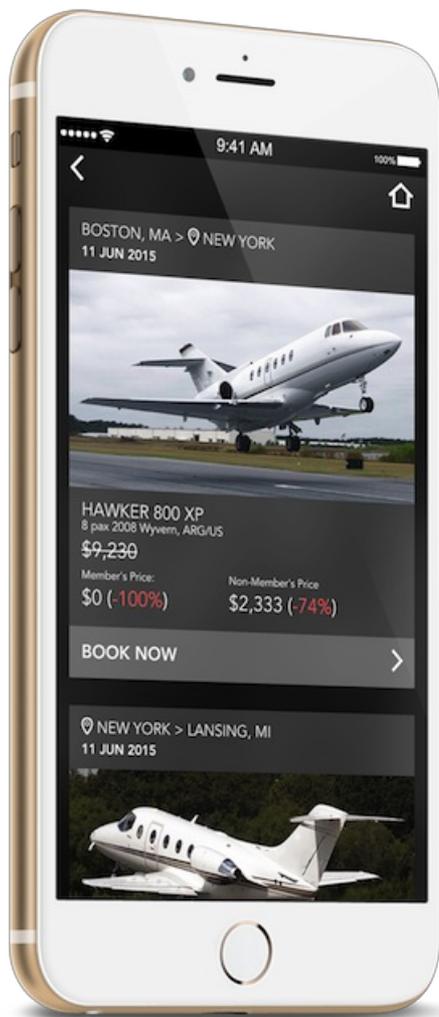
JetShuttles currently operate in Europe and the Middle East, with service in London, Paris, Nice, France, Moscow, Ibiza, Spain, Milan, Geneva, Dubai, United Arab Emirates, Kuwait, Jeddah and Riyadh, Saudia Arabia among others. Seeing a demand for Transatlantic service, the JetShuttle is now taking round trips from New York to London.

The scheduled flights in the Gulfstream GIV-SP and Bombardier Global Express will take off at 9 a.m. in New York on Fridays, making the return trip on Sunday at 6 p.m. The service will begin on Aug. 26.

"Due to the high demand for a transatlantic flight, we are expanding the JetShuttle service to connect two of our most popular regions: the U.S. and Europe," said Sergey Petrossov, founder and CEO of JetSmarter, in a brand statement.

"We expect our flights on this route to save fliers three to four hours each way.

"With the popularity of our U.S. and European routes growing exponentially, we are proud to be the first to offer intercontinental shared private flight options to our members."



JetSmarter app

JetSmarter's business model is about connecting travelers with instant price quotes for private jet bookings. This democratizes the service, lowering the cost and providing access and awareness to air carriers.

Mobile application JetSmarter is helping affluent consumers hail a private jet in a matter of a few taps to simplify the booking process.

JetSmarter, an Uber-like service for the sky, has three tiers of booking options to ensure that all demographics of fliers using the app have access to options that fit their plans when needed. In the past, private aviation bookings have been complicated, but through mobile apps, as with much of the purchasing process eased by these platforms, scheduling a flight has become much simpler causing more and more charter companies to emerge ([see story](#)).

Private jet operators have taken similar approaches, creating opportunities for a larger audience to travel with them.

JetSuite opened up the private jet experience to the public with the launch of a public charter operator under the brand name JetSuiteX.

JetSuiteX operates weekday flights from San Francisco to Los Angeles. 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 ([see story](#)).