

TRAVEL AND HOSPITALITY

## JetSmarter creates end-to-end travel booking experience

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*Image courtesy of JetSmarter*

By SARAH JONES

Private aviation marketplace JetSmarter is extending its on-demand services with the launch of home rentals within its mobile application.

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The service, which debuted Feb. 24, allows JetSmarter members to book a staffed home by the week. As JetSmarter looks to transition from a mobility provider to a lifestyle community, this addition to its app further rounds out its offerings.

"JetSmarter decided to enter into the home rentals category, so that they can continue their growth of on-demand offerings," said Sergey Petrossov, CEO of **JetSmarter**. "The home rentals complete JetSmarter's end-to-end travel solution, as members can now finalize their travel plans all within one network."

### Home away from home

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](#)).

The service optimizes inventory availability and pricing through algorithms, artificial intelligence and a mobile platform, allowing more travelers to take advantage of private jet travel.

Now, JetSmarter is looking to simplify and elevate accommodation booking for affluent travelers in a similar manner. In an app update rolling out this week, the company will add home rentals to its platform.

Starting at \$495 per week, these accommodations come with a butler, who will greet guests upon arrival and remain at their disposal throughout their stay.



### *JetSmarter's home rentals*

This is another perk of JetSmarter membership, which already includes access to exclusive events, helicopter transfer service to planes and a 24/7 concierge service that can be used to make reservations at restaurants and hotels, among organizing other experiences.

Also taking its service outside of its digital channels, JetSmarter is opening its first branded lounge in Westchester County Airport in White Plains, NY.

Slated to open this spring, the space developed in partnership with Ross Aviation will give its members an area to relax before boarding away from the commercial terminals.

"Through JetSmarter's concierge service provided by the Member Experiences Team, we offer our clients a variety of services including exotic car rentals, access to exclusive events, premium tables at fine restaurants and much more," Mr. Petrossov said. "Through this, we were inspired to create our home rentals to further expand our member's offerings.

"When booking travel, once flights are taken care of, the natural next step of the booking process are accommodations, so it felt natural to take our services forward in this direction."

### *In demand*

Vacation rentals are not limited to budget-conscious travelers, as affluent consumers also seek the feeling of home when they are away.

Short-term home rental service Airbnb is innovating in the luxury travel space and responding to consumer demand with its purchase of Luxury Retreats, a similar service working with only upscale properties.

The online marketplace will likely be focusing on bringing more luxury services to its users after the takeover is complete. The move is likely due to demand from users, who are interested in an easy experience in renting luxury homes for vacation or business stays ([see story](#)).

Marketers in all sectors are finding a need to adjust to expectations of the on-demand economy.

Luxury retailers and brands are having trouble keeping up with millennials' demand for instant-gratification brought on by digital advancements.

Global financial markets are seeing significant instability, causing luxury brands to see a decrease in growth. China's market is experiencing a slowdown, but its consumers make up a third of the global market, with European purchasing being dominated by Chinese tourists ([see story](#)).

"Offering this service will benefit JetSmarter, because we're one step closer to fulfilling our goal of creating a platform where our members can book all aspects of their travel through one network," Mr. Petrossov said.

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