

TRAVEL AND HOSPITALITY

Online database to compare choices for private jet card programs

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Image courtesy of VistaJet

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Private jet customers will now have an option to better track which firm or jet card program will be best for their needs through a new online database.

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PrivateJetCardComparisons.com is a new online hub that allows users to compare and chose which private jet options are best for them as individuals. Users will be able to browse private jet firm comparisons with factors such as in-flight amenities, corporate structure, price rate structure, flight crew standards, insurance factors and cancellation policy.

"It is estimated that the market for jet cards in the United States is 500,000 households," said Doug Gollan, CEO and founder of PrivateJetCardComparisons.com, New York. "However, it is a confusing market.

"There are more than 20 providers and more than 80 different jet card programs, and the cost of programs range from \$50,000 to \$500,000, so even for the ultra-high-net-worth [individual] it is a significant purchase," he said. "Each program has multiple variances.

"PrivateJetCardComparisons.com is the first and only buyer's guide that enables UHNW/affluent consumers to compare the programs head-to-head across these variables with easy-to-use spreadsheets so they can see how the programs that fit their needs stack up."

Comparing information

The online database is hoping to provide more options for private jet fliers to garner more information.

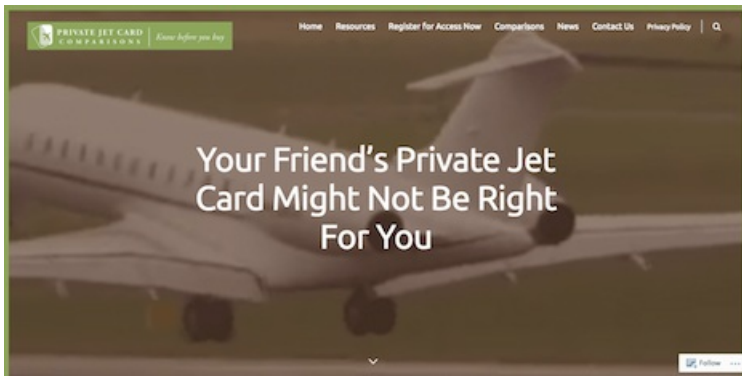


SherpaReport Private Jet

Private Jet Card Comparisons is hoping to enable customers who have had to rely on recommendations from friends in the past with more options.

Users can choose between two registration options, a free service and a premium paid account. A one-year subscription for \$250 will offer premium subscribers a VIP experience with notifications, more information and a monthly newsletter.

Customers can browse jet cards via feature or by company.



PrivateJetComparisons.com Web site

Private Jet Card Comparisons' Web site also has features such as frequently asked questions, a list of things to consider before signing up for a private jet card, a glossary, 10 reasons to fly privately, resources, relevant news and a key of questions to ask.

Private jet innovations

Private flying is becoming more sophisticated with online platforms growing often.

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

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 ([see more](#)).

Also, global aviation firm VistaJet looked to usher in bookings from China's digitally savvy consumers through a conversational commerce endeavor with a potential to tap a large audience.

WeChat, Chinese consumers' predominant platform in communicating with brands and retailers, will house VistaJet's newest sales platform. The aviation firm is hoping to increase bookings with convenience by tapping into an already established user behavior ([see more](#)).

"There is no other buyer's guide out there that catalogs all these differences and presents them in an easy-to-use spreadsheet format," Mr. Gollan said "For example, programs have different daily minimums.

"If you make a lot of short flights, this can really add up," he said. "There are a multitude of other small print items that are important in choosing a program - when you wire the 100k, what happens - does it go into escrow?"

"It varies by provider. Let's say your travel patterns change. Can you get a refund? What if you don't use your hours by the end of the program, do you lose them? Can you roll them over?"

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