

TRAVEL AND HOSPITALITY

## JetSmarter makes private air travel more accessible via plane pooling

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*Private jet customers no longer have to go it alone. Image credit: JetSmarter*

By STAFF REPORTS

Private aviation marketplace JetSmarter is making air travel resemble ridesharing with a new feature on its mobile application.

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Similarly to how services such as Uber allow riders to go in together on a journey to lower costs, JetSmarter is opening up its chartered flights for sharing. SharedCharter builds off the community atmosphere of the JetSmarter platform, enabling travelers to be reimbursed by others who are going the same way.

### Filling seats

JetSmarter users can select the SharedCharter option after booking their flight. Rather than leaving unused seats empty, the traveler can offer these seats up for purchase to others in the JetSmarter marketplace.

For any leftover seats purchased, the individual who made the reservation will receive flight credit, which they can use for JetSmarter travel in the future. Depending on the purchases of empty seats, the user could receive up to the original purchase price of the charter in credits, essentially recouping the cost of traveling by private plane.

"Through the SharedCharter service, we're looking to give our members more affordability than ever before by providing a shared flight option for charter services," said Sergey Petrossov, founder and CEO of JetSmarter, in a statement. "We're pleased to offer SharedCharters, to provide flexibility and cost savings to flight creators, while giving flight finders additional supply and new destinations to explore."



*JetSmarter's application resembles Uber for the sky. Image credit: JetSmarter*

JetSmarter has been working to make private travel seem more attainable through its marketing. Recently, it tapped a bevy of celebrities to show off its service, hoping to make private flying enticing to more mainstream consumers.

JetSmarter is partnering with branded entertainment industry Talent Resources for campaigns that tap a wide range of celebrities to appeal to many different consumers. Celebrities such as Jaime Foxx, Alessandra Ambrosio, Emily Ratajkowski and Gerard Butler will be a part of a variety of advertisements and social influencer campaigns to entice their fans ([see story](#)).

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