

TRAVEL AND HOSPITALITY

## Private Jet Card Comparisons invests in personalization for decision making

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*Private jet travel has become more accessible to the ultra-affluent. Image credit: Michael Kors*

By BRIELLE JAEKEL

Private Jet Card Comparisons, a consumer-facing database for private fliers to choose their best options, is innovating with convenience and personalizing the decision-making process in a new manner.

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The platform is launching what it is calling the Jet Card Decider worksheet in which paid subscribers fill out a questionnaire to receive individualized choices. The goal is to eliminate the arduous research process of finding the best private jet program to fit consumers' needs.

"The value factor of Private Jet Card Comparisons is it saves buyers dozens of hours of research," said Doug Gollan, founder and editor-in-chief of [Private Jet Card Comparisons](#), New York. "We've collected data on over 65 variables from 39 providers covering 296 programs, about 20,000 data points.

"Imagine having to go out and contact numerous companies, wait for them to send the information, then convert it from their formats into something you can look at side by side," he said. "First of all it's impossible. Secondly, even reaching out to five or 10 companies is onerous.

"Using Private Jet Card Comparisons's spreadsheet format means subscribers can pretty much figure out which programs to focus on in under an hour. That said, some users either don't like working with spreadsheets or want help."

### Comparing private aviation

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

PrivateJetCardComparisons.com is a new online hub that allows users to compare and choose 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 ([see more](#)).



*Private jet and flights are growing. Image credit: NetJets*

With so many private aviation options available and each consumers' lifestyle being so different, the new worksheet hopes to narrow down choices of which private jet card to choose.

Each customer's responses to the questionnaire will help the database evaluate the various 200,000 data point perimeters in the system, picking the ones that best match with the individual.

The database and Mr. Gollan have catalogued more than 65 variables within the private jet card industry beyond just an hourly price. Many jet cards can range from 10 to 100 hours of flight time.



*Image courtesy of TML Private Jet Media*

Most buying guides are provided from private aviation firms themselves, which makes them self serving and less helpful.

#### Private flying

Initiatives such as these are important right now, as the private aviation firm is poised for a significant year.

Superyachts and private jets are opulent modes of transportation that few can afford, but despite recent rough patches, new numbers suggest a bounce back for the pillars of luxury travel.

Plagued by shifting traveler interests, the superyacht and private aviation industries have been struggling. However, numbers from Knight Frank's Wealth Report show that activity with private jets grew in 2017, as well as superyachts in the United States ([see more](#)).

"As an analogy, Private Jet Card Comparisons is like a motorized ride-on lawn mower which is faster and easier than those old push mowers," Mr. Gollan said. "Jet Card Decider is like hiring somebody to mow your lawn for you.

"Since we don't accept payments or referral fees from jet card companies, we are looking through our database solely based on which programs best fit the subscriber."