

TRAVEL AND HOSPITALITY

EncoreJets launches direct shuttle service between tourism hotspots

June 15, 2018



EncoreJets is launching direct service between Mykonos and Ibiza. Image courtesy of EncoreJets

By STAFF REPORTS

As many affluent individuals decamp to the Mediterranean this summer, a new private jet service seeks to help them travel more efficiently.

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EncoreJets is launching what it claims is the first non-stop private plane shuttle service between Mykonos in Greece and Ibiza in Spain. The company expects this will help boost tourism to these destinations, between which commercial direct flights are not available.

Jet-setting

EncoreJets launched its SummerJet service on July 12. Priced at about \$2,500 per seat one way, the planes travel between Mykonos and Ibiza in less than three hours.

Typically, since travelers cannot take direct flights, they would spend upwards of six hours getting from one location to the other, with journeys that involve at least one stopover.

SummerJet will also offer helicopter transfers to Santorini and Athens from Mykonos for additional charges.

According to Virtuoso, Spain and Greece are among the top 10 destinations for the affluent this summer.



Mykonos. Image credit: Santa Marina Resort and Villas

While destinations outside of Europe are gaining attention from luxury travelers, the continent is still the most popular for the well-off during the warmer months ([see story](#)).

During the summer, private jet firms go where the affluent are.

Last year, private aviation company Magellan Jets established a bricks-and-mortar presence on Massachusetts' Nantucket Island for the summer season.

The temporary 2,000-square-foot Member Center was designed as a space for existing and potential clients to learn more about Magellan Jet membership. With an increasingly crowded private aviation field, making a person to person connection with consumers may help inspire loyalty ([see story](#)).

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