

TRAVEL AND HOSPITALITY

JetSmarter promotion aims to open up private air travel

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JetSmarter has looked to disrupt private air travel. Image credit: JetSmarter

By STAFF REPORTS

Private jet booking service JetSmarter is giving new fliers membership perks in a 14-day flight trial.

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Those who register for the first time through the company's platform will be able to book two flights at member rates within a two-week period. While still typically reserved to only the most affluent, private jet travel is becoming more accessible, making JetSmarter's move a way to introduce more new customers to chartering flights.

Membership test drive

JetSmarter's offer, available beginning Sept. 19, is aimed to help new customers experience its version of travel. Available for the deal will be any existing flight in the booking platform, as well as flights created by the customer along JetSmarter's routes.

For a more custom experience, consumers can also use the offer to charter a flight to any location. The charter flight can be shared with other travelers, or the consumer can choose to make the journey private.

Those who sign up for the first time will be able to book at a reduced member rate, saving an average of \$750 on their first two flights.

JetSmarter's membership starts at \$1,995 per year. Along with saving up to \$250 per hour on flights, members get perks such as access to events.

"As we continue to democratize the private aviation industry, many travelers will see that flying private is becoming more convenient and accessible than commercial aviation itself," said Mikhail Gaushkin, chief revenue officer at JetSmarter, in a statement. "Our business model allows us to provide our travelers with private jet services at extremely low costs, and through this offer we're encouraging jet setters to try the experience for themselves to feel the real difference between commercial and private aviation."



JetSmarter is letting consumers test out membership. Image credit: JetSmarter

JetSmarter has reported triple-digit growth year-over-year in seat bookings, indicating a strong desire among affluent travelers for disruptive jet services.

The company reports that seat bookings have increased by 116 percent year-over-year after it opened up bookings to non-members. JetSmarter's innovative take on private aviation, allowing customers to rent seats rather than the entire jet, has made it a popular choice among young affluent travelers ([see story](#)).

With technology continuing to disrupt the travel industry, business aviation professionals expect private jet travel to become more accessible and appealing to younger affluents.

New research by aviation event Revolution.Aero predicts using technology to streamline the booking process is poised to have a significant impact on customer growth. As booking private jet travel becomes easier it will likely coincide with a dramatic drop in the age of a typical private jet customer within the next five years ([see story](#)).

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