

TRAVEL AND HOSPITALITY

Filling empty leg flights becomes important part of private air

October 12, 2018



Private air is becoming increasingly popular. Image credit: Michael Kois

By BRIELLE JAEKEL

Private jet charter application Takeoff360 is joining other aviation companies looking to fill empty leg flights, as private air becomes more accessible.

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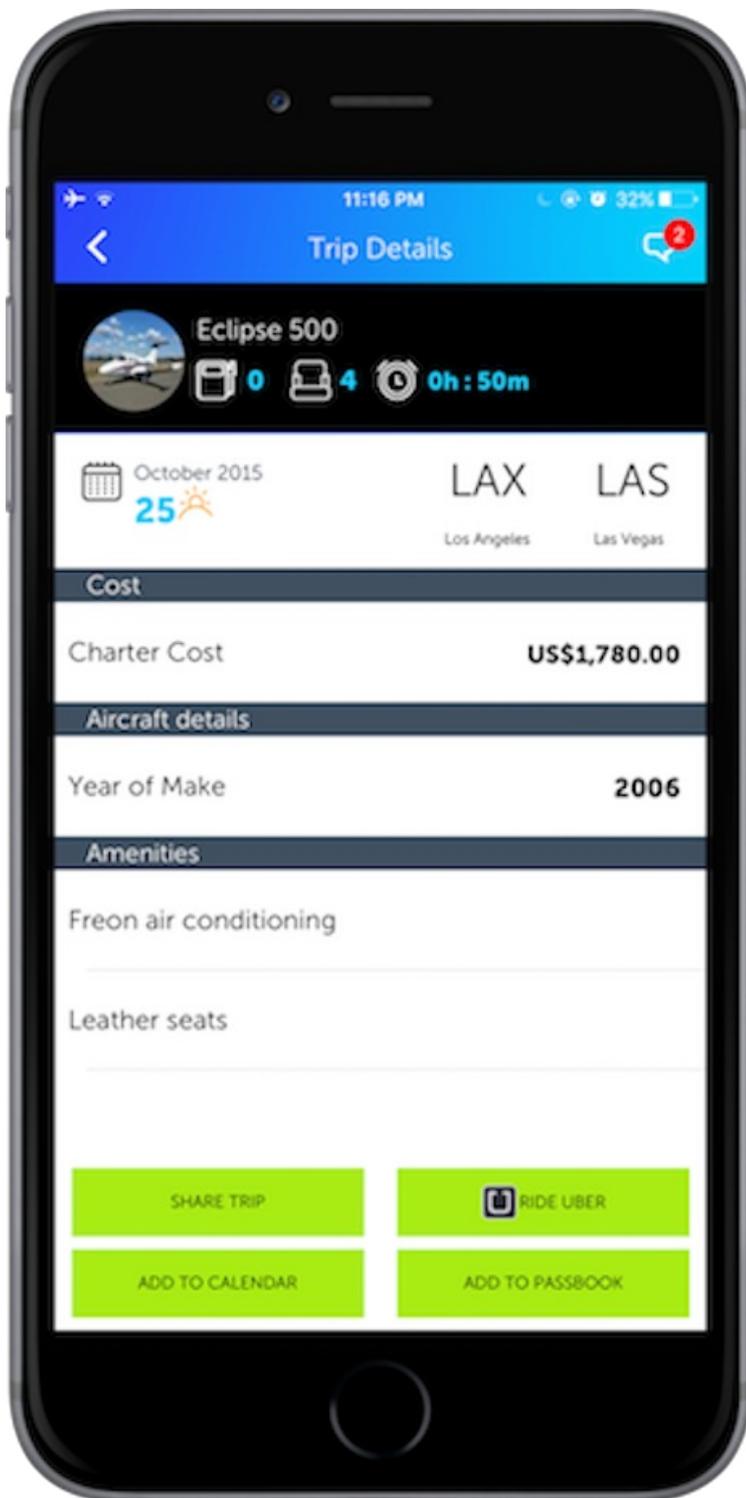
Previously only available to the upper echelon of the affluent community, private air travel is becoming slightly more accessible as technology helps connect consumers. Takeoff360 is catering to others looking for deals on private air, while simultaneously offsetting business costs.

"Takeoff360 is an ideal showcase to illustrate how creative companies in this space can partner with us to make a great experience for the end-user while creating massive improvements in efficiency for the industry as a whole," said Saskia de Jong, director of sales for Americas at Avinode Group, a partner of Takeoff360.

Filling seats

Empty leg flights are those flying to a pickup destination for a customer without any passengers, of which there are a significant number in the industry.

While this has an impact on the environment, a factor that many businesses and consumers are looking into today, it also affects business costs for charter companies.



Takeoff360 allows booking through mobile apps. Image credit: Takeoff360

Takeoff360's platform is now making these one-way flights available at a discounted price, with up to 60 percent off a traditional private flight. This way, businesses can offset operation and fuel costs through customers looking for a discount.

Users can pay for their flights directly within the app, which is equipped with Apple Pay. The platform is hoping to make the process as innovative as the private flying experience is luxurious.

Its app also includes optional push notifications for special deal alerts, letting consumers track frequent routes and other features.

Each flight listing includes details such as amenities, photos, safety certifications, insurances and more.



Empty leg flights are available for 60 percent off. Image credit: Takeoff360

Takeoff360 is confident with the launch as it has been testing the new offering within empty leg flights between the United States and abroad.

Modern private air

Another private jet-booking platform emerged on the scene two years ago, valuing technology to help combat waste within the industry, but hoping not to sacrifice luxury.

While bookings within the private jet sector had slightly spiked, the sector is still highly inefficient and segmented. Platform and mobile application Stratajet launched for users to book flights with accurate, real-time costs instead of just ballpark quotes and cutting costs to appeal to the average consumer, but it will be its performance and capability that will really show if these are just marketing claims or not ([see story](#)).

Third-party apps are not the only platforms hoping to cut costs for customers and private air businesses.

Delta Private Jets has also looked to make its empty leg flights more lucrative by offering customers an incentive to book.

Empty leg flights, typically scheduled without any passengers, are the flights crew members take in between customer flights to get the plane to its arrival location. Delta has found a mutually beneficial method to fill these flights ([see story](#)).

"There's never been a more exciting time for private jet travel. Our continued focus is to provide consumers with easy access to jet charters and one-way deals through a simple and clean digital interface that is in essence their shopfront to the global jet charter industry," Mr. Jong said. "Our version 2.0 is a big step towards this goal, having successfully completed bookings in more than 30 countries so far."

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