

TRAVEL AND HOSPITALITY

JetSmarter brings crowdfunding to private planes

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JetSmarter is aiming to make private jet travel more accessible. Image credit: JetSmarter

By STAFF REPORTS

Private jet booking service JetSmarter is continuing to make private jet travel more accessible with the launch of a crowdfunded charter option.

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Within the company's mobile application, consumers can now split the cost of booking a trip with other passengers, only paying for a single seat up front. While previously reserved to only the most affluent individuals, private jet travel is now becoming more available and affordable thanks to alternative booking options.

Crowdfunding charters

JetSmarter's previous model allowed for ridesharing, allowing passengers to find empty seats on flights and split the cost. However, the traveler who originated the booking needed to front the cost of the charter.

Now, travelers can set a date and time for a flight and only pay for their seat. As other passengers join, the cost will be split evenly among them.

Before the flight is confirmed, bookers can cancel without a cost. JetSmarter sees this new option as opening up more flight possibilities on its app by lowering the entry price.

Among the routes available are the newly launched destinations such as Miami, Fort Lauderdale, Orlando, Naples and Jacksonville in Florida, along with Boston and Washington.

"This is a homerun for the JetSmarter community," said Sergey Petrossov, founder and CEO of JetSmarter, in a statement. "The new product will allow for more flight creations between even more cities, giving new travelers the opportunity to experience JetSmarter's service.

"The product is useful for both business and leisure travelers, as they'll be connected with other users flying to conferences, corporate events, vacations, concerts or sporting events, at a more affordable rate," he said.

JetSmarter is giving new fliers membership perks in a 14-day flight trial. 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 ([see story](#)).

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

JetSmarter said that seat bookings have increased by 116 percent year-over-year. 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](#)).

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