

TRAVEL AND HOSPITALITY

NetJets ends European furlough, looks to add to fleet

July 29, 2020



NetJets plans to add more than 60 additional aircraft across the fleet worldwide between now and yearend 2021. Image credit: NetJets

By LUXURY DAILY NEWS SERVICE

Private aviation firm NetJets is ready to reinstate all furloughed NetJets Europe pilots and crew members as demand for travel rebounds after the coronavirus crisis curtailed the industry.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In an attempt to prevent more permanent cuts in light of unprecedented economic uncertainty, NetJets had furloughed European fleets and crews this past April. The firm also announced plans to add aircraft to its global fleet through the end of 2021, further indicating it believes the worst impacts of the pandemic are past.

"We are confident in the momentum we are seeing and proud of all the work our teams are doing that resulted in our ability to expand our global fleet in this way," said Patrick Gallagher, president of NetJets sales, marketing and service, in a statement.

Private aviation rebounds

When COVID-19 began to spread, many affluent travelers opted for private jets to avoid commercial flights. To encourage private jet bookings, operators implemented testing procedures and more stringent cleaning between flights ([see story](#)).

As a result, the private aviation industry is recovering quicker than commercial aviation but passenger volumes have not returned to pre-pandemic levels.

Nonetheless, as border restrictions significantly limited travel across Europe, NetJets made the decision to furlough a portion of its European fleet. This decision allowed NetJets to continue to invest enhanced safety and service measures, while insulating the Berkshire Hathaway company from needing government assistance.



NetJets implemented more stringent cleaning between flights. Image credit: NetJet

Travel and hospitality were the first sectors of the luxury industry to face layoffs at the start of the pandemic ([see story](#)).

In a survey conducted March 17-19, subscribers of Private Jet Card Comparisons who averaged 111 private jet flight hours in 2019 were split on where 2020 will end up, with about a third forecasting a decrease, a third saying private flights will increase, and a third expect private travel to be flat.

Per the survey, while 39 percent said they had canceled trips due to COVID-19, 36 percent said they made unplanned trips, mainly relocating family members and bringing kids home as colleges closed ([see story](#)).

Now with lockdowns easing, NetJets is seeing its business rebound. The firm reports a "strong increase" in new clients and flight volume is up as well, with flight volumes within 20 percent of the typical pre-pandemic levels on the busiest days.

To meet growing demand, more than 60 additional aircraft will be added to NetJets' fleet between now and the end of 2021.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.