

IN-STORE

Emirates Executive jet enhances business flying with bespoke services

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By JOE MCCARTHY

Dubai, U.A.E.-based airline Emirates unveils a private jet service full of bespoke options that aims to provide a tailored luxury experience for business and leisure travelers.

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The A319 Emirates Executive aircraft's bespoke capacities allow travelers to shape several aspects of the flight including the content of dining areas and private suites. With an increase in luxury travel demands, filling this niche market before it is inundated may win the brand frequent travelers.

“What strikes me most about the Emirates model is the bespoke element,” said Taylor Rains, account coordinator at [Rawle Murdy Associates](#), Charleston, SC.

“Luxury private jet services are not a new concept,” he said. “Most, however, have elected to differentiate themselves through the terms of use or ownership and not the service itself.

“What Emirates is doing here is taking an exclusively service- and luxury-based approach, focusing on unique, premium offers for discerning customers.”

Mr. Rains is not affiliated with Emirates Executive, but agreed to comment as an industry expert.

Emirates Executive did not respond by press deadline.

When air meets land

The aircraft provides a charter service to many locations worldwide and accommodates up to 19 passengers.

A wide dining and executive lounge designed to seat up to 12 passengers combines a work area and a rest zone with two large sofas surrounding four mechanically-activated tables and two 42-inch high-definition television screens.

The second distinct area comprises 10 private suites, each featuring a fully lie-flat seat and a 32-inch high-definition TV screen. These suites include a shower spa featuring floor-heating and skincare products.



Private suite bathroom

The aircraft is equipped with technologies such as video-conferencing, 1,500 channels of on-demand entertainment, high-speed Internet and mobile phone connectivity.

Consumers can book flights by phone or online. The Web site is available in English and Arabic and lets users glimpse the bespoke possibilities as well as the jet's features.

A request form gives users the ability to define their travel experience according to their preferences. A video further illuminates a possible experience.

Embedded Video: [//www.youtube.com/embed/mMTKbEy1mzY](http://www.youtube.com/embed/mMTKbEy1mzY)

Emirates Executive

For instance, travelers can arrange for a customized menu to fit dietary requirements.



Lounge area

Similarly, the dining room can be transformed to better accommodate a business meeting.



Emirates Executive

The personalized service for customers includes booking an aircraft at short notice and a premium chauffeur drive service.

Emirates expects to see large pockets of demand arising from the Middle East and Europe. India, Russia and China have also emerged as viable markets.

Changing elemental

Finding ways to innovate in the luxury travel sphere has recently occupied other brands.

For example, Regent Seven Seas Cruises is targeting affluent travelers by partnering with Italian shipyard Fincantieri to build a \$450 million luxury cruise liner.

Scheduled to set sail in summer 2016, the Seven Seas Explorer will be the most expensive cruise ship ever built, according to Regent. The newest vessel in the fleet is estimated to cost travelers approximately \$3,500 to \$86,000, depending on selected voyage ([see story](#)).

Additionally, private jet operator Intrav is targeting ultra-affluent travelers with a bespoke

planning service to personalize around-the-world tours.

Each tour will accommodate 50 guests for an around-the-world journey in a luxury Boeing jet. Intrav's inaugural tour is scheduled for April 7-May 1, 2014 and priced at \$99,950 per person ([see story](#)).

Emirates seems to have wrested an original position in the market with its bespoke services.

"Emirates Executive offers a new and interesting service model in an industry full of similarly-structured offerings," Mr. Rains said.

"All in all, Emirates appears to have identified a unique way to inject itself into a crowded market," he said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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