WAVES GETS SOFT LAUNCH UNDERWAY

News / Airlines, Business aviation

WAVES has started flying.

The data driven, on demand air taxi service, which last month received its Air Operator's Certificate, has started the soft launch of its passenger and freight service. It is now undertaking flights between Guernsey and Jersey using what it describes as 'friends and family' to enable it to check every stage of the operation from booking and onboarding through to flying and disembarking.

'This is a new approach to air travel and we want to ensure that every element exceeds not only our clients' expectations but also our own. A soft launch using friends and family, who understand what we are trying to achieve and how we intend to do that, allows us to test everything in the smallest possible detail,' said Waves CEO Nick Magliocchetti.

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‘We have spent months working on what Waves is, and how it will operate, but only once you put it in all into practice can you truly see how everything comes together. Overall, I’m delighted with how everything is working and it’s only little things, which we couldn’t have foreseen, that need to be changed before we can start operating commercially.’

Cazenove Capital was the first company to use Waves to enable some of its team to travel from Guernsey to Jersey for an investment seminar.

‘Having the option of booking flights at times which are convenient for us, reduced check in times and up to date communication in the event of delays has many benefits for any business. Cazanove is delighted that we are the first company to be using Waves and based on our experience, we’re looking forward to being regular customers going forward,’ said Julian Winser, CEO of Cazenove Capital.

Waves will be using a Cessna Grand Caravan for its operation and currently has 2-CREW in its fleet with additional aircraft due to arrive shortly.

‘The whole team are incredibly excited to see months and months of hard work coming together into a unique offering that meets the islands’ needs for air travel,’ said Mr Magliocchetti.

Waves has started sending regular updates through its mailing list. Anyone wishing to be added can contact hello@flywaves.gg

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