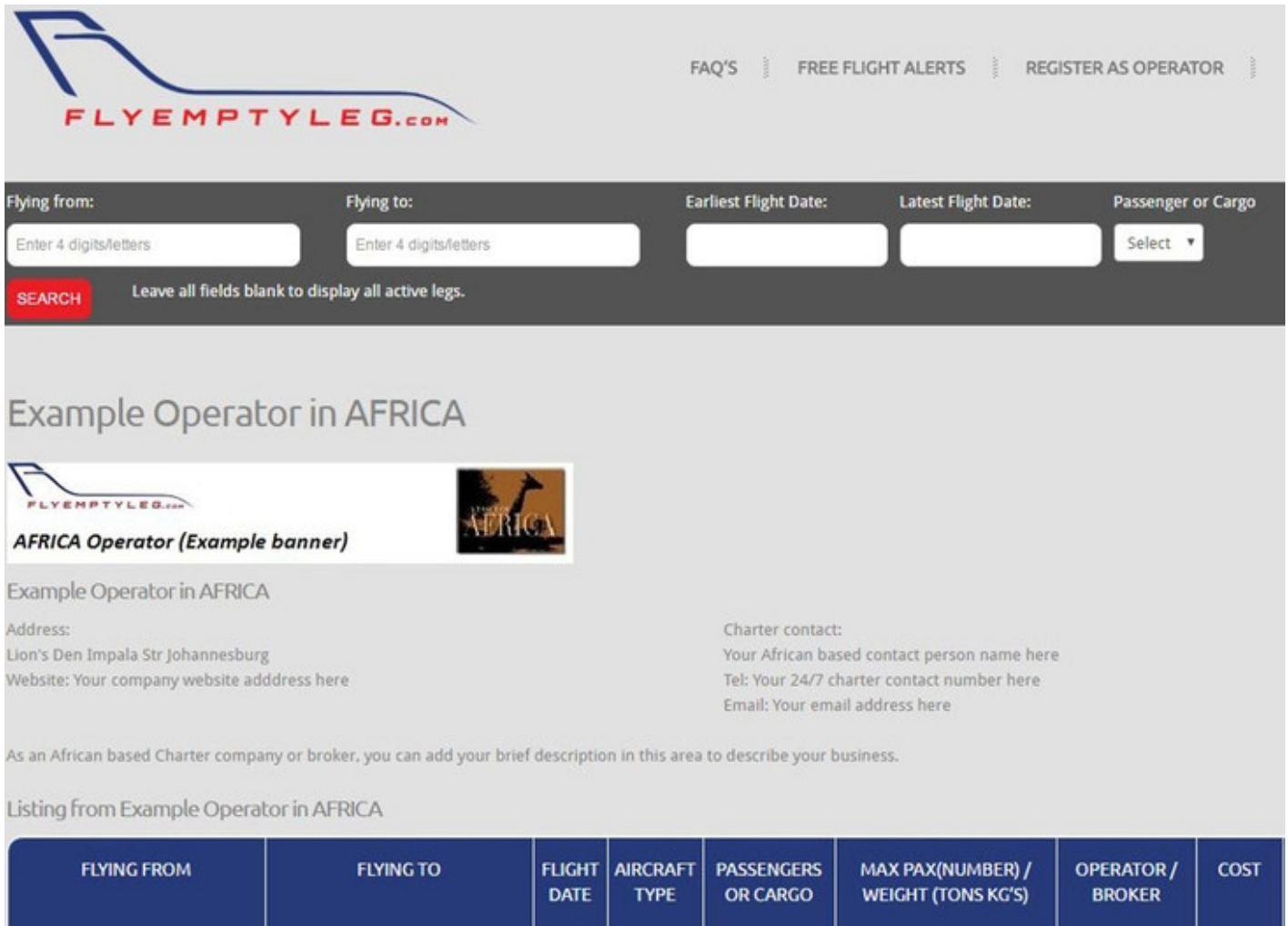


FLYEMPTYLEG.COM LAUNCHES

News / Business aviation



The screenshot shows the Flyemptyleg.com website. At the top is the logo and navigation links: FAQ'S, FREE FLIGHT ALERTS, and REGISTER AS OPERATOR. Below is a search bar with fields for 'Flying from:', 'Flying to:', 'Earliest Flight Date:', 'Latest Flight Date:', and 'Passenger or Cargo'. A red 'SEARCH' button is on the left, and a note says 'Leave all fields blank to display all active legs.' Below the search bar is a section titled 'Example Operator in AFRICA' featuring a banner image of a giraffe and the text 'AFRICA Operator (Example banner)'. Underneath, there are fields for 'Address:', 'Charter contact:', 'Website:', and 'Email:'. A note states: 'As an African based Charter company or broker, you can add your brief description in this area to describe your business.' At the bottom, a table titled 'Listing from Example Operator in AFRICA' is shown with columns: FLYING FROM, FLYING TO, FLIGHT DATE, AIRCRAFT TYPE, PASSENGERS OR CARGO, MAX PAX(NUMBER) / WEIGHT (TONS KG'S), OPERATOR / BROKER, and COST.

A new website for the worldwide aviation charter market is designed to allow the operators and brokers to list their empty leg flights in the search for return loads.

The founder and brainchild of Flyemptyleg.com, Paul Ludick, said: “It’s about time that charter companies are being allowed and supported to promote their empty leg flights directly to the public where anyone can then make direct contact with them and do business.

“This is exactly what Flyemptyleg.com will be doing for the charter companies”

The idea is that anyone can freely search for a flight and then interact directly with the registered operator or broker.

Added Ludick: “Our platform allows the subscribed charter company or broker to log on, enter the data of the specific empty leg flight, and press submit, all in less than one minute.

“We designed the website with the charter or broker administrator in mind who should not feel

burdened to list their flights but rather be excited to list and promote their flights.”

Ludick said that Flyemptyleg.com has an imbedded database of over 47,000 locations consisting of airports, heliports and lake bays.

Users can register for free flight alerts emails to select where they want to fly from and to, the earliest and latest flight date bracket, for either cargo or passenger flights. Multiple routes can be selected and edited or removed.

Flyemptyleg.com does not get paid a commission from any charter company as the website's management “decided to remain independent and transparent”. The subscribed charter company will pay a “nominal annual subscription fee” to list their empty leg flights and promote their company.

Said Ludick: ““We have decided to openly display all flights that the charter company lists so anyone in the world can freely search for a flight without first having to register which can be quite cumbersome at times.

“In addition, we have decided to not disclose on the website the actual details of the individual aircraft (apart from type and size) therefore promoting some privacy and discretion allowing the charter company some competitive advantage. Also, some aircraft owners do not always want to publicly advertise when and where their assets will be at specific times for safety and security reasons.

“Furthermore, when a client selects a flight of interest, they get routed to a dedicated page where all the other listings of the same operator are listed along with all relevant contact details allowing the charter company to use this dedicated page to promote directly to their own clients.”

Ludick continued: “Empty leg flights is not just extra revenue for charter companies at the moment, but if strategized and planned correctly can be a growing business model and revenue stream all on its own for the charter companies in the future and we would like them to use Flyemptyleg.com as their one stop marketplace to promote their routings.”

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