TO SUPPORT THE TOURISM INDUSTRY AFTER COVID-19 GLOBEAIR PROVIDES PREMIUM TRAVEL SOLUTIONS

News / Business aviation

Private jet companies are partnering with Europe's major travel agencies to provide safer travel solutions compared to airliners, which expose travellers to over 700 touchpoints on every journey. Europe's most prominent travel agency groups like TUI and Dertour are knocking at business aviation's doors to satisfy the growing need for high-end transport solutions for their customers. If chartering a private jet was considered the definition of luxury just before March 2020, COVID-19 has brought about a change in perception.

With airliners cutting down on their offering and slowly adapting to the new safety procedures, travellers are more discouraged to fly on a commercial plane due to the high risks of contamination all along the way – think about crowded airports, strangers sharing a small space in the cabin and busy food stalls and waiting rooms. It is no wonder then that business aviation, an industry that has long been separate from the traditional travel industry agents, is now becoming attractive. Extraordinarily, travel agencies are now partnering with luxury transport companies by setting up exclusive travel packages in the most beloved travel destinations. The objective is to offer exclusive all-in-one solutions comprising safe transport, top accommodation, and continuous support.

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“We are partnering with Europe’s leading private jet charter company, GlobeAir, to give our clientele the chance to travel safely in times of uncertainty. Our exclusive all-in-one travel solutions include private jet transfers and matching signature hotels or secluded villas in top locations like Saint-Tropez, Monaco or Porto Cervo. We have just started to offer such packages, and we are very happy about the public’s response,” says Harald Schobesberger who is the CEO at urlaubswelt.com.

Today, one out of every three travellers admits that they would choose their means of transport based on the level of biosecurity offered by it. Private jet companies are investing heavily in deep aircraft cleaning before and after every flight. Also, when you fly privately you benefit from a fresh exchange of air and the assurance that you are sharing the cabin with people who are either related to you or that you know well and are comfortable with. For the more affluent – those passengers who are used to travelling business and first-class, the higher price for a private jet charter is not a deal-breaker; on the contrary, it can be life-saving.

European private jet companies have started to appreciate the change with GlobeAir reporting that travel agencies have started to get in contact since the beginning of the pandemic. Tourism entities and agencies can easily browse the available private jet flights online at fly.globeair.com and find the perfect flight options for their clientele. Online bookings make the transaction smooth; GlobeAir’s multilingual customer service is available to assist 24/7.

GlobeAir has appointed a dedicated sales manager to develop relationships with tourism entities and has so far built an extensive network within Europe with airtours (TUI) and Kuoni (Dertour) as pioneers of the model.

With a 67% increase in newly-acquired passengers since the beginning of the pandemic who used to be frequent business class travellers, there is a high chance that the new market segment will be profitable for both industries.

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