

AIR PARTNER

Arrive in utmost style

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Much like yachting, private aviation is all about fun and relaxation, but it is also about business. Particularly in today's world, it is the easiest way to get from one far-flung meeting to the next. That is why Camper & Nicholsons has partnered with leading private jet charter provider Air Partner to offer clients a full suite of services.

Flying by private jet allows you to take control of the time you spend travelling. Whether you're flying for work or for pleasure, you can depart and arrive whenever and wherever you like. You are able to get closer to your final destination with access to the smallest of airports. For a door to door service, or to reach even the most remote of locations, you can take a helicopter for the final leg of your journey. Private terminals mean no more tedious queuing and instead provide a slick, efficient service that happens in seconds, making the usual two hours for airport queuing redundant. In the quiet privacy of your custom cabin, you can work or play uninterrupted. With wifi access a feature found on some jets, you have the freedom to finalise a business deal, stream a movie or use the time to speak to loved ones. If it's a party in the clouds you're after, Air Partner can offer personalised catering, fill the bar with your favourite tipples and even customise the look of your cabin.


Air Partner has over 50 years' experience in aviation and offers clients the ability to travel to and from any destination in the world. With access to any aircraft in the market, including the latest models, Air Partner has been able to offer its customers exclusive access to the latest aircraft – most recently the Embraer Legacy 500, only one other of its kind in the charter market.

As with yachting, the downside to chartering a private jet is that it is costly. Charter rates vary considerably depending on your choice of aircraft, the distance, the destination, the fuel price, and the broker you use to negotiate the charter.

If your average time in the air is between 25 to 100 hours per annum, it may be worth going down the prepaid card route. There are a few on the market but if you need to travel for business or leisure on a regular basis through the year, the best kept secret is the Air Partner JetCard which offers 25+ hours flexible flight



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time on a wide choice of private aircraft. “It makes flying really easy. You simply purchase your hours and fly. The JetCard allows you the choice of six private jet categories, with guaranteed availability and fixed pricing.”

Fractional ownership and jet card programmes have dramatically enlarged the business jet market, introducing many to the industry by lowering perceived client barriers to entry. In the United States, the use of private jets is much higher than in Europe and the number of people invested in fractional ownership schemes is much higher. Many use fractional ownership programmes as a means of avoiding the costs associated with direct ownership of a jet. Becoming an owner of a fraction of a jet is worthwhile if you fly between 100 to 300 hours a year. Most programmes usually offer shares corresponding to one eighth of the jet, as a jet will usually fly around 800 hours a year.

There are many advantages to fractional ownership, including moderate fixed costs and lower variable costs than if you owned a jet outright. You have access to a large fleet of aircraft, reducing the chance of being stuck without a flight. You also have the option to lease your share of the aircraft, helping to spread the investment rather than paying the cost in one go. You are, however, committed and usually you have to engage in a long-term plan of around five years minimum.

The main contentions with fractional ownership lie in the legal and fiscal schemes applied. Europe is stricter than the US with regards to tax and legal concerns, and fiscal regulations in Europe prevent the resale of your share at the end of any plan.

If you are flying privately for more than 300 hours a year it may be worth considering your own jet. A jet is an asset that can be optimised by enabling a charter operator to manage it on your behalf, generating revenues that will help cover the variable costs – just like when you place your yacht for charter with a management company.

Most recently, the new age of light aircraft has opened the door of private aviation to a broader spectrum of users, attracting Business class and First class flyers to the realm of private aviation. In spite of rising fuel prices and environmental concerns, the private aviation market is growing and has plenty more room for development. With stricter security procedures for scheduled flights, the industry is seen as a viable and practical resolution for the time-poor businessman or the traveller who wants to enjoy more time at their overseas destination.



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