

Premium positioning

INTERVIEW WITH GEOFFERY CASSIDY

MANAGING DIRECTOR, ZETTA JET



Keeping up-to-date with new designs and staying technologically advanced is crucial

Tell us a bit about the origins of Zetta Jet and its Brand values?

Over the years, we've seen a steady decline in the service levels of private jet charter, with large corporations commoditising travel experiences and private flight travel losing its exclusive cache, with players being engaged in volume play.

Zetta Jet has been created with only the best in mind and promises to deliver the ultimate in bespoke luxury experiences to a discerning clientele with its unique experience that combines the dedicated Asian service philosophy with the flexibility and 'can-do' spirit of the U.S., adorned with the glamour of Europe's enduring chic on its Bombardier Global fleet with ultra-long range intercontinental capabilities across the Pacific Rim.

Since we established in August 2015, Zetta Jet has successfully delivered on its promises. We have expanded from one Global aircraft since its launch to a fleet of 14 Global aircrafts and one Challenger aircraft within a span of just 15 months, with a sound achievement of more than 100 hours a month across its fleet. Another four Global 6000s and three more Challenger 650s will be added to the fleet this year (2017).



It is our unique blend of reliability, quality of service, superior product offering and top-of-the-range equipment that sets us apart from other charter companies.

- Zetta Jet operates on a floating fleet model, meaning the aircrafts have no home base. This allows our customers to enjoy point-to-point pricing for passengers seeking one-way trans-Pacific charters.

- Zetta Jet is a FAA certificated air carrier and the first only part 135 operator authorised to conduct Polar flights, enabling Zetta Jet to optimise routes without limitation. This allows Zetta Jet to fly nonstop to many destinations which other providers require refuelling to reach.

- We offer a range of Bombardier fleet including the latest Global 6000, Global 5000 and Challenger 650 each of which has been outfitted with its own distinctive interior to provide different options for our customers, not just on cabin configurations alone, but also colour schemes. Additionally, it also features the fastest and most advanced Ku-band and Ka-band wi-fi, enabling passengers to use their smart devices to call, text and surf the web anywhere in the world.

- Zetta Jet tailors all aspects of every flight to the preferences and needs of each client, creating experiences for individuals, business groups and families that incorporate the best the world has to offer in service and amenities. Whether it's the cabin setup for a business meeting or creating a relaxed sleeping atmosphere, complete with double divans to a wide choice in menus, including catered meals from Michelin-starred restaurants and selections from carefully curated wine lists.

- With cabin crew representing some 20 nationalities, Zetta Jet pairs passengers with an attendant who is intimately familiar with their culture and language, as well as their preferences in all facets of services.

What outlook and the key trends do you foresee for the Business Aviation industry over the next five years and where does Zetta Jet services see itself positioned in terms of future growth for its brand and services?

Keeping up-to-date with new designs and staying

technologically advanced is crucial in this time and age. We have been and are at the front of the pack when it comes to integrating full connectivity on board all our aircraft with the latest KU/KA platforms in addition to integration of iPads and entertainment platform for our clients. Earlier in September 2016, Zetta Jet welcomed the world's first Global 6000 to feature the latest Cabin Management System (CMS) and the world's fastest Ka-band high-speed in-flight Internet connectivity, allowing our passengers to enjoy a truly modern office environment anywhere they fly.

Through our continued investment in these ultra high-end amenities, it sets the private jet travel apart from the major commercial travel players and it's also something that Zetta Jet continuously pursue to stay on top and set the trend for private charter.

How would you break this down in terms of global geography and type of aircraft use?

Zetta Jet owns and operates a Bombardier fleet featuring the latest Global 6000, Global 5000 and Challenger 650. The Global 5000s and Global 6000s provide effortless ultra-long-range service across the Pacific Rim and around the world, with its exceptional cabin comfort, high-speed range and proven reliability.

Our diversification of fleet with the Challenger 650 which is ideal for transcontinental and transatlantic flights makes us the only operator to have these newly introduced large-cabin jets available for charter in North America, creating the ultimate inflight experience for Zetta Jet's ultra VIP travellers.

What potential do you see for Business Aviation in Europe particular

The biggest market by far is still the US, namely the US-Europe trans-Atlantic sector. We see huge growth in Europe, and it is going to become the key market for us. We are focused on growing and building our business in Europe, considering that a major part of our business are the US to Europe flights and Europe would be a link into Africa and of course, Russia.

Do you foresee any headwinds which may affect this trajectory?

Frankly we are happy with how things are tracking and comfortable in the current and future market, considering the aggressive growth from one Global aircraft since our launch in August 2015 to a fleet of 14 Global aircrafts and 1 Challenger aircraft over the past year and a half.

What would your general message or advice be to Business Leaders and high-net worth individuals, who may be considering using business Aviation for the first time or, indeed, those who wish to re-evaluate their existing use of private aircraft travel?

It's about time. Many companies use private charter or aircraft to complement their transport operations as it provides efficiency, flexibility and ultimately improves productivity. The benefits becomes very apparent when business leaders consider the conveniences private air travel provides, i.e. travelling on your own schedule as opposed to strict schedules or delays with commercial flights, seamless check-in procedures as opposed to long queues and lengthy check-in process.

Time is money, and business aviation provides business leaders or business travellers with the freedom to go where they want, when they need it. Business leaders or employees are also able to work while aboard the aircraft, without the interruptions and disruptions associated with airports or commercial flights. Additionally, it offers business leaders to reach more remote locations and make several trips to different locations, potentially improving productivity and saving dollars on travel expenses such as hotels, meals which might be incurred over a few days with commercial aircraft/flights. E

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