



BRITISH BUSINESS &
GENERAL AVIATION
ASSOCIATION

WHY BUSINESS AVIATION?

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WHAT IS BUSINESS AVIATION?

Business aviation is the use of aircraft to transport company staff and products from place to place. It brings freedom, flexibility and gain.

Free from airline schedules you can save time by departing and arriving at times to suit your needs as well as being able to make complicated multi-stop day trips which could not be achieved by scheduled services.

You have the flexibility of access to thousands more airports around the world thus you can choose an airport close to your end destination rather than the airports served by commercial airlines.

Use of a business aircraft will enable you to organise your travel requirements around convenient meeting timetables rather than scheduled flight times thus helping you to achieve significant management time savings. Less time spent in airport terminals and check-ins add to the time available for productive use.

Added to these benefits is the security of your own private flying office or meeting room and the safety of business air travel.

Numerous studies have quantified the benefits of using business aviation. A US study found business aircraft operating organisations earned 146% more in cumulative returns than non-business aircraft operators. Furthermore on a return to shareholder basis, business aircraft operators returned 343% to their shareholders between 1996 and 1999 versus 177% for non-operators.

There are already over 2000 business aircraft in Europe so by using this means of transport you are joining an ever expanding group of forward thinking and successful businesses.



THOUSANDS OF PEOPLE, FROM ALL WALKS OF LIFE, FLY LIGHT AIRCRAFT FOR PLEASURE, SPORT AND BUSINESS.

ENTREPRENEURS, SPORTSMEN, ENTERTAINERS, BUSINESSMEN AND CELEBRITIES FIND PRIVATE AIRCRAFT ESSENTIAL TO MEET THE DEMANDING TRAVEL NEEDS OF THEIR CHOSEN PROFESSIONS.

MANY HUNDREDS OF BRITISH BUSINESSMEN, FROM OWNERS OF SMALL FAMILY COMPANIES TO THE CHAIRMEN OF MULTINATIONALS, HAVE DISCOVERED THAT BUSINESS AIRCRAFT ARE VITAL ASSETS, AS ESSENTIAL TO THE PROFITABILITY OF THEIR COMPANIES AS MANUFACTURING PLANT OR OFFICE COMPUTERS.

MANY OF THESE BUSINESSMEN ARE ALSO PILOTS, FLYING FOR THE BENEFITS WHICH PRIVATE AIRCRAFT CAN BRING TO THEIR COMPANIES AND FOR THE CHALLENGE AND PLEASURE WHICH FLYING OFFERS.

FOR THOSE WHO CHOOSE TO FLY THEMSELVES, BECOMING A PILOT AND MAINTAINING FLYING SKILLS CAN BE AN EXCITING CHALLENGE AND A VERY REWARDING RECREATIONAL ACTIVITY.



OWNING A BUSINESS AIRCRAFT IS A DECISION BASED ON YOUR TRAVEL REQUIREMENTS AND YOUR TIME SCHEDULE.

USING A BUSINESS AIRCRAFT CAN BE JUSTIFIED IN TERMS OF SAVING BOTH TIME AND COSTS.

CHOOSING THE RIGHT AIRCRAFT WILL DEPEND ON THE DISTANCES YOU TRAVEL AND THE NUMBER OF SEATS YOU NEED.

SUCCESSFUL COMPANIES JUSTIFY THE PURCHASE OF A BUSINESS AIRCRAFT IN THE SAME WAY THEY JUSTIFY THE PURCHASE OF ANY PLANT OR OFFICE EQUIPMENT.

FRACTIONAL OWNERSHIP, IN WHICH A NUMBER OF PARTIES HAVE A SHARE IN THE AIRCRAFT IS AN OPTION TO OUTRIGHT SINGLE PARTY PURCHASE.

FOR THOSE REQUIRING TOTAL FLEXIBILITY OF TYPE OR NEED FOR BUSINESS AIRCRAFT, CHARTERING OR USING AN AIR TAXI OPERATOR BRINGS THE SAME BENEFITS OF BUSINESS AIR TRAVEL AT SEAT COSTS FREQUENTLY BELOW BUSINESS CLASS ON AN AIRLINE.

CHARTERING FROM A TRADE ASSOCIATION ACCREDITED OPERATOR WILL ASSURE CUSTOMERS OF A HIGH STANDARD OF SERVICE.

KEY REASONS TO USE BUSINESS AVIATION

SAVING EMPLOYEE TIME. Business aircraft can be flown non-stop between airports close to where people want to go without the delays of main terminal hubs.

INCREASING PRODUCTIVITY EN-ROUTE. Rather than write off travelling time as lost, studies have shown productivity on business aircraft is actually higher than in the office.

EFFICIENT, RELIABLE SCHEDULING. The near total flexibility inherent in business aircraft is a powerful asset. Business determines the schedule - not the airlines.

REDUCE HOURS AWAY FROM HOME. Both businesses and the individual benefit when family time is not lost to non-productive travel.

ENSURING INDUSTRIAL SECURITY. Use of business aircraft reduces travel visibility and eliminates unwanted and unnecessary conversations and interruptions.

HIGH PERSONAL SAFETY. Turbine powered business aircraft flown by professional crews have a safety record comparable to that of the largest scheduled air lines.

INCREASING ENTERPRISE. Business aircraft allow opportunities especially those in remote regions to be more readily considered and acted upon. Studies have put access to business aviation in the top three drivers for business relocation decisions.

PROJECTING A POSITIVE CORPORATE IMAGE. Using a business aircraft shows a company to be progressive with a keen interest in efficient time management and high levels of productivity.



SAMPLE JOURNEY

To see how the use of business aircraft compares with the use of scheduled flights look at the two scenarios below.

The sample requirement is to conduct three 90 minute meetings; the first in Antwerp, the second in Paris and the third in Jersey.

<u>SCHEDULE AIRLINE</u>		<u>BUSINESS AIRCRAFT</u>	
<u>DAY 1</u>		<u>DAY 1</u>	
Check in Gatwick Airport	0700	Check in London Airport	0700
Depart Gatwick	0755	Depart London	0705
Arrive Antwerp	1010	Arrive Antwerp	0855
Meeting 1	1030-1200	Transit by car, arrive	0910
(no flights Antwerp to Paris) surface transit to Brussels, arrive	1300	Meeting 1	0915-1045
Depart Brussels Airport	1500	Depart Antwerp	1105
Arrive Paris, Charles de Gaulle	1555	Arrive Paris, Le Bourget	1150
Surface transport overnight stay		Surface transit, arrive	1225
		Meeting 2	1230-1400
<u>DAY 2</u>		Depart Paris, Le Bourget	1440
Meeting 2	0900-1030	Arrive Jersey Airport	1430
Depart Paris, Charles de Gaulle	1515	Surface transit, arrive	1450
Arrive Jersey Airport	1525	Meeting 3	1455-1625
Meeting 3	1555-1725	Depart Jersey Airport	1655
Depart Jersey Airport	1910	Arrive London Airport	1740
Arrive Gatwick	2010	Exit airport	1745
Exit Gatwick	2025		
		<i>Acknowledgement: Business Travel World</i>	

**BUSINESS AND
GENERAL AVIATION
MAY BE THE BEST
KEPT SECRET IN
BUSINESS TRAVEL
TODAY!**

IF YOU WOULD LIKE
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ABOUT ANY ASPECT OF
BUSINESS OR GENERAL
AVIATION, OR ABOUT THE
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