



GUIDE TO PRIVATE AVIATION

The world. On your terms.

There are times when how you travel matters every bit as much as where you are going.

Perhaps commercial aviation simply doesn't work for you. Your mobility or transfer requirements may make conventional aircraft difficult, you may travel with equipment requiring particular handling, or privacy and security may be essential. Your time may be exceptionally valuable. Or perhaps you simply prefer the freedom, comfort and discretion that private aviation can provide.

Whatever the reason, private flying shouldn't begin with choosing a jet. It should begin by understanding you, your journey and what you need from it.

Private aviation isn't simply about flying privately. At its best, it allows the entire journey to be designed around the traveller.

WHY FLY PRIVATE?

Luxury may be the obvious answer, but it is far from the only one.

One of private aviation's greatest advantages is control. There can be greater choice over when and where you fly, which airports you use, who travels with you and how your baggage and equipment are handled. The experience can be considerably more private and discreet, while avoiding many of the queues, distances and complexities associated with major commercial airports.

For some travellers, those advantages are about convenience and comfort. For others, particularly those whose requirements make commercial flying exceptionally difficult, they can be transformational.

Private aviation can also allow us to think about the journey differently. Rather than asking how we can fit a traveller into the limitations of conventional aviation, we can ask what aircraft, airport and arrangements can be built around them.

CHOOSING THE RIGHT AIRCRAFT

Not all private aircraft are the same, and choosing the right one involves considerably more than passenger numbers, destination and price.

Aircraft differ in cabin size and height, door dimensions, boarding arrangements, baggage capacity and location, lavatory configuration, seating, range and runway requirements. Even two aircraft capable of operating the same route may provide very different experiences for an individual traveller.

Cabin access can be particularly important. Some aircraft have relatively narrow doors and steep integrated stairs, while others provide greater possibilities for assisted boarding and transfer. Depending on the traveller, we may need to understand the dimensions of the doorway, the number and angle of steps, available handrails, transfer arrangements and whether appropriate equipment and trained personnel can be provided at both ends of the journey.

The most expensive or impressive aircraft isn't necessarily the right aircraft.

Suitability comes first.

YOUR MOBILITY EQUIPMENT

For many travellers, mobility equipment is fundamental to independence. That might be a manual wheelchair, a chair with a powered attachment such as a Batec, a powered wheelchair or mobility scooter. It may also include essential equipment such as a mobile lifting hoist, shower chair or other personal mobility and transfer equipment.

Private aviation can provide greater opportunity to design the flying and ground-handling experience around both the individual and their equipment, but it doesn't remove the need for detailed planning. We need to understand what is travelling with you, including dimensions and weight, battery type and specification where relevant, removable components, safe handling requirements and how each item will be loaded, secured and returned to you.

We also consider the complete journey: how you will reach and board the aircraft, what happens to your equipment during boarding, what needs to remain available to you, and how everything will be handled immediately after landing. Arrangements at the departure airport are only half the equation; they need to work just as well at your destination.

Your mobility equipment isn't simply luggage. It is part of how you live, move and travel, and we treat it accordingly.

WHAT NEEDS TO TRAVEL WITH YOU?

Baggage arrangements vary considerably between aircraft. Some baggage compartments are externally accessed, while certain aircraft and configurations provide access to particular baggage areas from within the cabin.

That distinction can matter.

If medication, specialist equipment, clothing or other essential items need to remain available during the flight, we need to understand that before selecting the aircraft. Baggage capacity also needs to be considered realistically when a party is travelling with wheelchairs, mobility equipment, medical or personal supplies, security personnel or substantial luggage.

An aircraft may have enough seats for everyone travelling and still not be the right aircraft for everything travelling with them.

COMFORT AT 41,000 FEET

Cabin comfort is about much more than beautiful seats.

Cabin height and space, seating configuration, ability to move around, journey duration and the environment on board all become more important as flight time increases.

So does the lavatory.

Private aircraft lavatories vary enormously. On smaller aircraft they can be extremely compact, and the space, privacy arrangements and configuration may not work for somebody requiring assistance or a particular transfer arrangement. What is manageable on a 90-minute European sector could become completely unsuitable for a long-haul flight.

These aren't glamorous details, but they can determine whether an aircraft genuinely works for the traveller. We would much rather establish that before departure than discover it at 41,000 feet.

HOW FAR DO YOU WANT TO FLY?

A short European flight and a nonstop intercontinental journey require very different aircraft.

Sometimes using a smaller aircraft with a technical fuel stop makes perfect sense. On another journey, flying nonstop may be considerably more important. For a traveller for whom boarding and disembarking require complex arrangements, avoiding an additional landing and another boarding process may have value far beyond convenience.

Aircraft selection therefore balances range, cabin comfort, access, journey time, airport capability, operational considerations and cost.

The lowest charter quotation isn't necessarily the best value if it compromises the journey.

A DIFFERENT AIRPORT EXPERIENCE

Private aviation can transform what happens on the ground as much as what happens in the air.

Flights frequently operate through dedicated facilities known as FBOs, or Fixed Base Operators. Rather than navigating a large commercial terminal, the traveller may be able to use a private lounge, complete necessary formalities more discreetly and move much more directly between vehicle and aircraft.

For someone who finds large airports physically exhausting, difficult to navigate or simply unpleasant, this can be one of private aviation's greatest benefits.

However, we don't assume that a private terminal automatically provides everything an individual traveller requires. Facilities, equipment and procedures vary, so the airport and FBO need to be considered alongside the aircraft.

Private aviation does not automatically mean accessible aviation.

SOMETIMES COMMERCIAL AVIATION IS STILL RIGHT

Private aviation doesn't have to be an all-or-nothing decision.

For some journeys, the best solution may be First or Business Class combined with exceptional airport arrangements. Depending on the airport, that might include VIP terminal facilities, private lounges, meet-and-assist services, expedited formalities, airside transfers and assistance between connecting flights.

A longer journey could combine private and commercial sectors. A private aircraft might solve a difficult regional connection, for example, while a commercial long-haul

service provides the better aircraft and onboard environment for the intercontinental sector.

Our role isn't to sell a particular form of aviation. It is to work out which combination creates the best journey.

CHOOSE THE AIRPORT, NOT JUST THE CITY

One of private aviation's great freedoms is access to a much larger network of airports.

Instead of automatically flying into the major international hub, we may be able to use an airport considerably closer to the hotel, villa, yacht, event or final destination. That can remove hours of ground travel and make a multi-destination itinerary considerably more fluid.

The nearest airport isn't automatically the right one, however. Runway capability, operating hours, customs and immigration, FBO facilities, ground equipment, onward accessible transport, aircraft restrictions, weather and slot availability can all influence the decision.

Private aviation gives us choices. Our job is to use those choices intelligently.

FROM AIRCRAFT TO CAR

The journey shouldn't restart when the aircraft door opens.

The appropriate vehicle should already be waiting, whether that is a limousine, luxury SUV, wheelchair-accessible executive vehicle, security vehicle or a combination of vehicles for the travelling party, staff, equipment and luggage.

For wheelchair users, simply requesting an "accessible vehicle" isn't sufficient. Ramp or lift configuration, entry dimensions, internal headroom, safe working load, wheelchair position and securement, occupant restraint and luggage capacity may all need to be established.

The right aircraft followed by the wrong vehicle is still the wrong journey.

For longer stays, continuity can be particularly valuable. The same chauffeur and vehicle can remain with the client, allowing the driver to understand individual preferences and requirements rather than starting again with every transfer.

PRIVACY & SECURITY

For some travellers, discretion isn't simply desirable; it is essential.

Private terminals, discreet ground transportation, private entrances and carefully coordinated arrivals can significantly reduce unnecessary exposure. Where professional security is required, it can be integrated into airport movements, ground transport, accommodation, events and experiences.

Good security shouldn't dominate a journey. Ideally, much of the work happens quietly around the traveller, providing protection without intrusion.

Privacy can be approached in exactly the same way. The flight is only one component. If discretion matters, the entire journey can be designed accordingly.

WHERE YOU STAY MATTERS JUST AS MUCH

Private aviation shouldn't deliver you beautifully to an unsuitable hotel.

The same level of thought continues into the accommodation, whether that is an exceptional hotel or resort, private villa, exclusive-use property, safari lodge, country estate or yacht.

For a traveller with additional requirements, we look beyond whether a property describes itself as accessible. The bedroom, bathroom, bed, circulation, lifts, restaurants, terraces, pool, spa, beach access and vehicle arrival can all influence whether the property works.

Private villas can be particularly attractive because they offer privacy, space, staff, greater control over food and the opportunity to shape the environment more closely around the traveller. But villas also require careful verification. A ground-floor bedroom alone tells us remarkably little about whether the property will actually work.

THE WORLD BEYOND THE AIRCRAFT

Private travel doesn't have to end when you leave the aircraft.

A private guide can allow a city to be explored at your own pace. A museum or cultural experience may be arranged privately. There may be a yacht charter, safari, wine estate, sporting event, theatre performance, wellbeing experience or simply the right restaurant and the right table.

The purpose isn't exclusivity for its own sake. It is freedom: the ability to experience somewhere in a way that works for the individual.

The same principle applies when a journey involves yachts, helicopters, seaplanes, trains or boats. Each may open extraordinary possibilities, but each introduces its own practical considerations. We never assume that because one element of a journey works, everything that follows automatically will.

THE PRIVATE GRAND TOUR

This is where private aviation can become particularly extraordinary.

Imagine London to Florence, then the Greek Islands, Istanbul, Dubai and the Maldives. Or New York to Colorado, California, Hawaii, Fiji and Sydney.

Instead of designing the journey around published airline schedules, aircraft and airports can be selected around the itinerary. Smaller airports may bring us closer to where we actually want to be. Departure times can work around the traveller. Ground arrangements can meet each sector, while luggage, equipment and support can be considered across the complete journey.

For families or clients travelling with personal assistants, carers, security, nannies or private staff, aircraft configuration becomes just as important as the number of seats. Everyone and everything needs to travel comfortably.

At this level, private aviation stops being a succession of charter flights.

It becomes part of the Grand Tour itself.

PETS, EQUIPMENT & SPECIALIST SUPPORT

For some families, travelling together includes the family pet. Private aviation can provide considerably greater flexibility, although operator policies and the regulations governing departure, transit and destination countries still apply. Private flying provides freedom; it doesn't remove borders.

The same principle applies to specialist equipment and support. Requirements need to be understood before the aircraft is selected rather than accommodated afterwards.

There is also an important distinction between a private charter and a medical flight. Some travellers simply need an aircraft and journey that work better for their circumstances. Others require clinical support and specialist medical aviation. Where

medical transportation is genuinely required, the aircraft, equipment and appropriately qualified professionals need to reflect that.

Understanding the difference matters.

WHAT ABOUT EMPTY LEGS?

When a private aircraft needs to reposition without passengers, that sector may sometimes be offered as an “empty leg”, potentially creating an attractive charter opportunity.

They can be useful, particularly for flexible travellers, but they shouldn’t be misunderstood. The routing is predetermined, availability is unpredictable and arrangements can change. That makes them less appropriate as the foundation of a complex journey where certainty, particular aircraft characteristics or specialist arrangements are essential.

We consider them when they make sense rather than designing a journey around the hope that one will appear.

WHAT DOES PRIVATE AVIATION COST?

There is no meaningful single answer.

Aircraft category, route, aircraft positioning, distance, airport fees, crew requirements, overnight stops, ground handling, fuel, taxes and market availability can all affect the charter price. Two journeys that look almost identical on a map can therefore cost very different amounts.

Our starting point isn’t simply to search for the lowest quote. It is to establish which aircraft and arrangements genuinely work for the journey, then understand the available options and their cost.

Value begins with getting the journey right.

ONE JOURNEY. ONE POINT OF RESPONSIBILITY.

Perhaps the greatest luxury is not having to coordinate any of this yourself.

The aircraft operator or broker, FBO, airport assistance, chauffeur, wheelchair-accessible vehicle, security provider, hotel, villa, equipment supplier, guide and local destination team are all individual pieces of one journey.

We see the whole.

Private aviation can begin at your front door and continue through the airport, aircraft and destination until you return home. The aircraft is important, but so is the vehicle waiting when you land, the room when you arrive, the experience tomorrow and the person who knows what to do if something changes.

Your journey. Our responsibility.

WHEN LIFE CHANGES

Perhaps you have always travelled exceptionally well, and then something changed.

Ageing, illness, trauma, changing mobility or reduced stamina can make the way you once travelled feel considerably more difficult. That doesn't necessarily mean your world needs to become smaller. It may simply mean the way you travel through it needs to change.

For some people, private aviation can preserve something profoundly important: the ability to keep travelling.

Not travelling despite life changing, but travelling differently because it has.

Keeping the well travelled, travelling well.

CONFIDENCE BY DESIGN™

The private aviation world is built around possibility. Our role is to add intelligence.

We understand the traveller first, then consider the aircraft, airport, ground journey, accommodation, experiences and every connection between them. Nothing important should be assumed simply because the word private appears before it.

Private aviation can provide access to extraordinary resources. But resources alone don't create an extraordinary journey.

Understanding does.

CONCLUSION

Fly privately because you need to, because you choose to, because time, privacy, security or comfort matter, because commercial aviation doesn't work for you, or simply because this is how you prefer to travel.

Whatever the reason, we begin in exactly the same place: with you.

The right aircraft. The right airport. The right people. The right journey.

From your front door to somewhere extraordinary, and home again.

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