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## Cruising speed for private aircraft

*GROWS BY 7% GLOBALLY Business aviation seeks to build customer loyalty in the pandemic.*

End of the week news

«The first two weeks of the pandemic in 2020 were the best in history for our company. We had to bring people home from their destinations. Then everything shut down» Eymeric Segard, CEO of LunaJets, Europe's leading private aviation booking platform. which works with more than 350 operators and organises more than 8,000 flights a year. With land and sky closed, aviation began to take off again in June of the same year.

«Many commercial lines were stopped or with hardly any activity and the frequency of the routes fell drastically, but this did not mean that the great fortunes could lose the opportunity to travel to their summer village. And even less so by sharing a cabin, for fear of contagion. The fear was still there, increasing the crisis of commercial airlines against private aviation, which one year later, in 2021, set an all-time high, with 3.3 million flights worldwide, up 7%, while scheduled flights fell by 35%. The United States remained the leading market for private and business aviation.» With their charters flying at maximum capacity, the market's leading operators even expanded their fleets with new purchases to meet the growing demand from customers, many of whom are new to the business." highlights The Wealth Report by Knight Frank's.

"A customer who needs to be kept loyal, confident that he enjoys the experience," warns Segard. The second-largest market for this sector is Europe. According to the European Business Aviation Association (EBAA). This industry generates nearly 300,000 jobs and in 2020 had an impact of 62.7 billion euros, with more than 706,400 movements, 24% less than in 2019. In both 2020 and 2021, the main demand for this type of flight was focused on leisure travel, «with an overstressed demand on weekends and holiday periods», showing a very high peak of activity, especially in July. The desire for the beach led Paris, the busiest European executive hub after London, to recover strongly, with 5% more activity compared to 2019, thanks to its proximity to the Mediterranean, with the Le Bourget terminal in Paris being one of the main accelerators of the French private aviation market. Vnukovo, Moscow's private aviation terminal, closed in 2021 among the top five airports for departures (+23% over 2019), driven by growth in connections to Dubai, where, according to Knight Frank, private aviation activity reached double pre-Co-vid levels. London and New York were the destinations that suffered the most from this shift to sunnier routes.

In addition, they had a higher incidence of Covid because they are large cities and the consequent drop in the corporate traveller.



«Before Covid, business travel accounted for half of the business,» explains LunaJets' CEO. «With the pandemic, the corporate traveller stopped completely. Travel was replaced by virtual meetings. The entrepreneurial businessman, who makes his own decisions, did travel, but not the large company, Segard recalls. However, little by little, we are seeing the return of the business customer.

## The Cessna Citation

The Cessna Citation XLS was the busiest jet in Spain in 2020, with 6,429 take-off and landing operations, but 24.7% less than before Covid. Capable of covering non-stop distances of up to 3,500 kilometres, its spacious cabin has a capacity for eight passengers or six in top quality, fully reclining leather seats and a bed for two.

## Domestic market

In Spain, business aviation moves 1,800 million euros and generates 7,400 jobs (direct and indirect), «a market that has historically been led by Ibex companies, followed by wealthy families. Now, due to Covid and an increase in efficiency and competitiveness, there is an increase in the SME public for whom this type of service is competitive if you fill the plane and from small luxury tourist experiences offered by upscale hotels such as a getaway from Ibiza to Valencia» In fact, Ibiza was in 2020 the second destination with the most private jet traffic in Spain. Palma de Mallorca maintained its leadership as the main airport for this business, while Madrid was relegated to fourth place, overtaken by Malaga, with the Melilla-Malaga connection registering the most flights, with 742 operations. Pre-pandemic, the most demanded route was Madrid-Barcelona, which in 2019 recorded 918 movements; in 2020, 27% less. Activity in Spain fell by more than 27% compared to 2019, to 65,400 movements.

## EMBRAER PHENOM 100

This is an aircraft with high cruising speed on short routes and low operating costs due to its low weight and the possibility of a single pilot. It has space for four to six passengers. Its high technology makes it safer, simplifies maintenance and reduces the workload in the cockpit. Cons? With a maximum range of 2,182 kilometres, it is only suitable for short flights.

