



PRIVATEFLY

Private Jet Charter Trends

Annual edition: 2017



Private Jet Charter Trends

2017 was an exceptionally busy year for us at PrivateFly, as we continued our rapid sales growth (by more than 50%), and expanded our teams, in both Europe and the USA.

It was also a year of growth for the industry overall, with business aviation flight activity up 4% year-on-year in Europe, with charter flights (as opposed to private) the driving force of this market growth. In particular August peaked at levels not seen since before the recession.

This edition of our Private Jet Charter Trends report, uses data from our thousands of searches and booked flights, to take a look back at the whole year, making comparisons with 2016.



These are some of the findings from the annual 2017 report:

- Our most popular routes and prices (topped by London to Paris in a small jet).
- Spend per flight was up overall by 19.7% on 2016, with growth in both the long range and small jet categories.
- Lead times were slightly longer, with 54% of clients booking to flying within a week, versus 57% in 2016. With activity levels up, many clients are becoming aware of the need to book ahead at peak times to secure availability.
- 5 August was our busiest day, with Friday at 11am the most popular time to fly throughout the year.
- We saw a clear movement towards flight searches and booking flights via mobile, up to 39% (versus 31% in 2016).
- Our private jet customers are getting younger. Their average age was 40 throughout 2017 (versus 41 in 2016) but in the second half of the year the average was 38. Will we see this trend continue in 2018?

Enjoy the findings and do let us know any feedback.



Adam Twidell
CEO

Where did private jet customers fly?

Our top 10 most popular global destinations



- 4. New York -
- 5. Geneva ↑
- 6. Ibiza ↓
- 7. Palma de Mallorca ↑
- 8. Malaga ↑
- 9. Las Vegas ↓
- 10. Madrid ↑

Major cities and warm retreats topped our most popular destinations in 2017, with London, Paris & Nice leading the pack.

Our top 4 destinations remained the same as last year, with some movement on others. Spanish hotspots featured strongly, taking 4 of our top 10 places.

↑↓ evolution YOY

Most popular routes in 2017

(and how much they cost*)

Europe

- London - Paris —→ €5,000 on a Citation Mustang (4 seats)
- London - Geneva —→ €11,500 on a Learjet 75 (8 seats)
- London - Nice —→ €9,100 on a Citation CJ2 (7 seats)

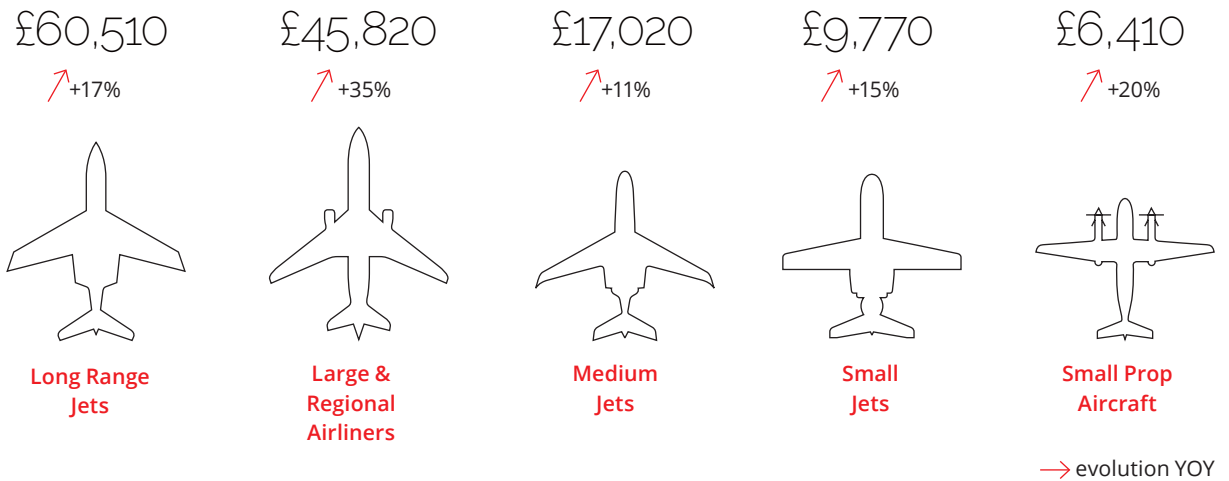
USA

- Los Angeles - Las Vegas —→ \$4,900 on a Phenom 100 (4 seats)
- Miami - New York —→ \$10,000 on a Citation Ultra (7 seats)

* estimate prices for a one-way flight

How much did private jet customers spend?

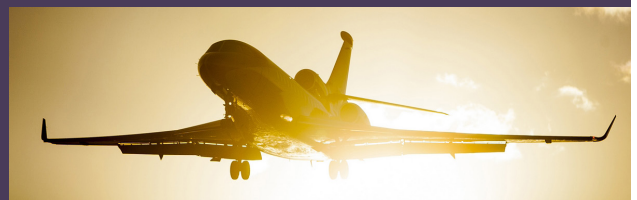
Average spend per charter in 2017



Private jet customers spent more in 2017

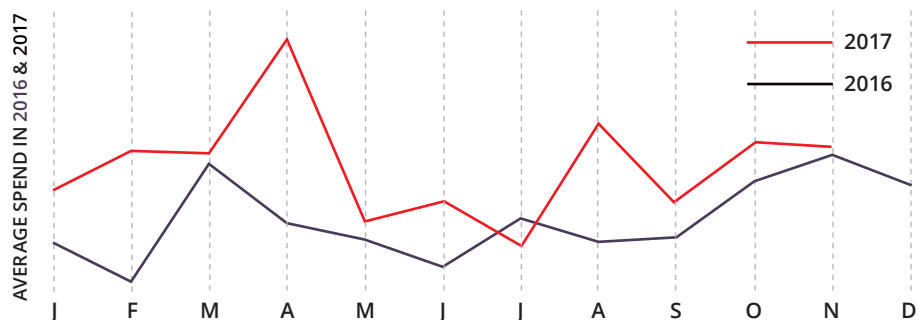
YOY evolution of the average spend (for all types of aircraft)

19.7%



Average spend evolution

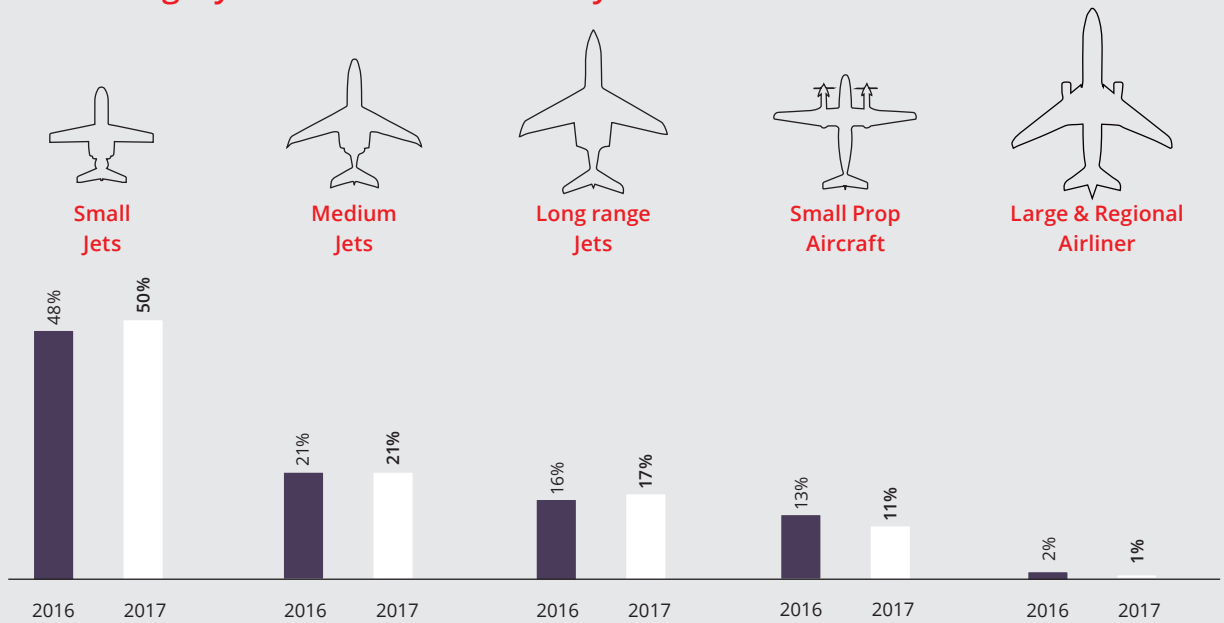
Many of our customers are choosing larger aircraft, and flying further, as confidence in the private jet market increases. Fluctuating currency values have also played a part in changing spend.



How did private jet customers fly?

Aircraft groups

What category of aircraft did PrivateFly customers book?



The most popular charter aircraft types

1. Cessna Citation Mustang

2. Cessna Citation XL/XLS/XLS+

3. Embraer Phenom 100

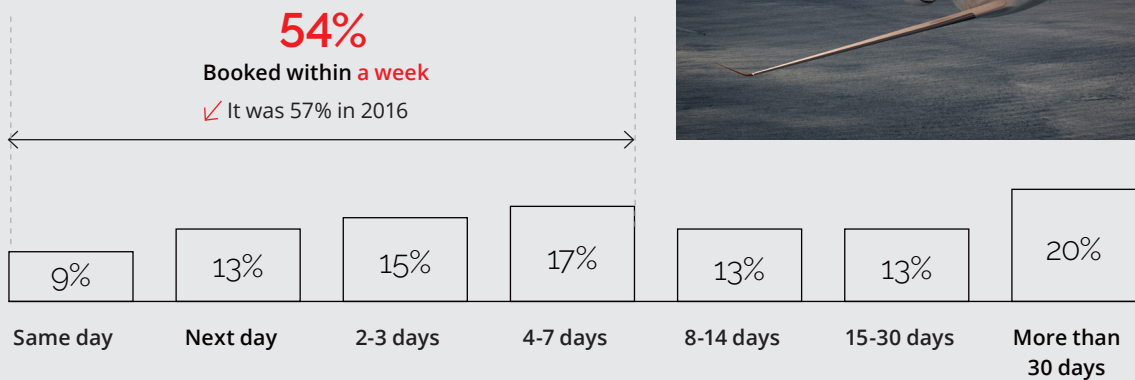
4. Cessna Citation CJ2/CJ2+ -
5. Cessna Citation Bravo ↑
6. Cessna Citation CJ3 ↑
7. Embraer Phenom 300 ↑
8. Beech BE200 Super King Air ↓
9. Bombardier Global 6000 ↑
10. Hawker 800/800XP -

Cessna's dominance of the charter market in terms of flight activity, remains clear - with five of their aircraft making the Top 10 list. Embraer's Phenoms also were a popular choice among our customers.

↑↓ evolution YOY

How long did it take to book a flight?

Lead time between booking and take-off



In 2016, slightly more of our clients booked to fly sooner (57% in a week). During the record-breaking summer peak in August, we saw some clients booking further ahead, to secure aircraft and slot availability.

Driveway to runway

Fastest time from enquiry to take-off in 2017



29 mins 57 secs



In May this year, we arranged our fastest-ever 'go now' flight. The client wanted to fly from Nice to Dublin, and we arranged a take-off within half an hour. A new all-time speed record for us!

Shortest, longest and average flight time

Flight	From	To	Duration
Shortest flight	St Maarten	St Barthelemy	0 hrs 10 mins
Longest flight	New York	Astana	22 hrs 00 mins*
Average flight time	(all routes for 2017)		3 hrs 00 mins


*over two legs

When did private jet customers fly?



5 August 2017 - busiest day
Day with most flights flown

The first Saturday in August proved the most popular day of the year for flights flown. And August was a record-breaking month overall for flight activity, across the industry.

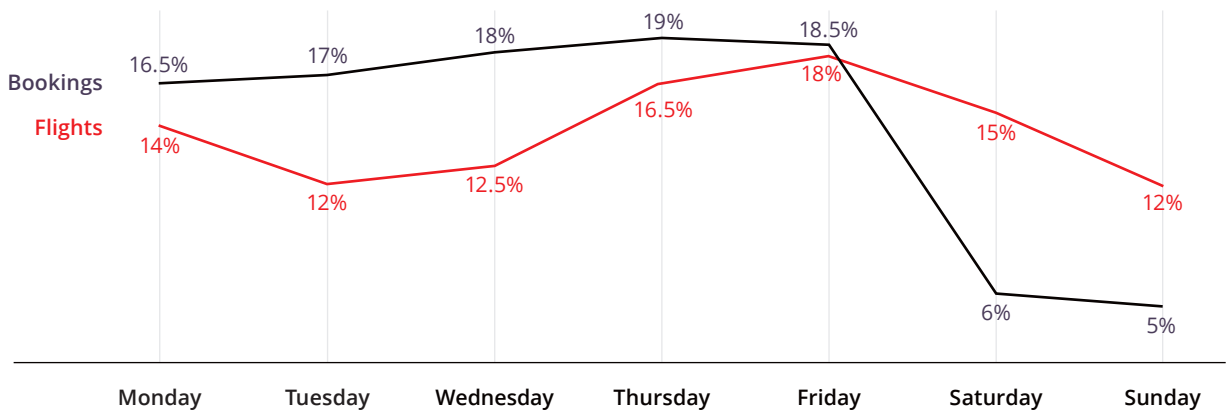


Friday 11am - average peak time
Day and time with most flights flown

Fridays at 11am was a constant peak time for private jet flights this year. This was also the case in 2016.

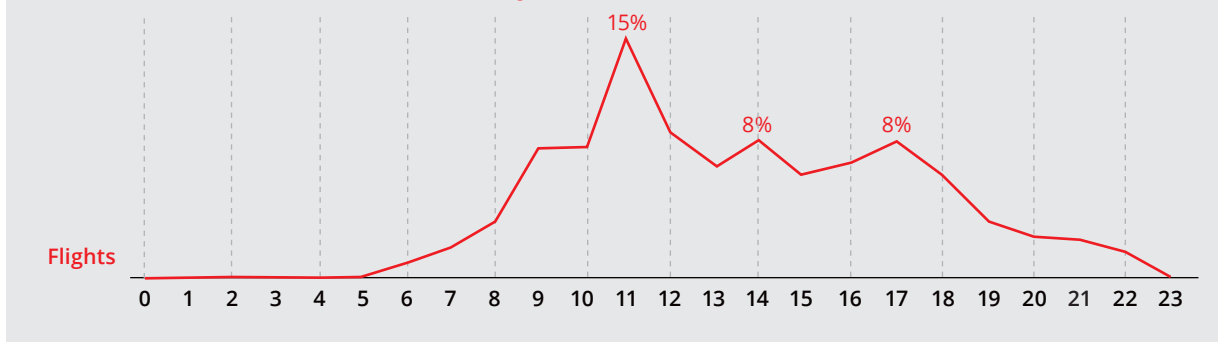
Days of the week

Which day did our customers book and fly?



Time of the day (local time)

What time did our customers fly?



Who flew by private jet?

The passengers

Who did we fly in 2017?



72% of private jet passengers were male

↗ 71% of passengers were male in 2016



Average of **4.3** passengers per flight

✓ The average was 4.5 in 2016



The average age of private jet passengers was **40 years old**

✓ It was 41 years old in 2016



14% of passengers were children (under 16)

↗ +14% YOY



Device used

How were customers searching for flights?



52%
desktop

✓ 59% used desktop in 2016



9%
tablet

✓ 10% used tablets in 2016



39%
mobile

↗ 31% used mobile in 2016

In 2017 we saw a significant increase in the number of customers using their mobile to search for flights, while fewer used desktops. Tablet use was also slightly down and we expect to see this trend continue in 2018.

Pets on jets



3% of flights had pets on board

↗ 2% of flights had pets on board in 2016





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About PrivateFly

PrivateFly is a global booking platform for private jet charter, making it faster, easier and more cost-effective to compare and book private jets.

With over 7000 aircraft integrated worldwide, PrivateFly combines innovative technology with its team of aviation experts, available 24/7.

PrivateFly is a FT1000 business, an official list of Europe's fastest-growing companies, across all industries. It is also ranked in both The Sunday Times Tech Track 100 and SME Export Track 100. In 2016 it became an Argus Certified Broker, the first company in the UK and only the second in Europe to receive this best practice and safety accreditation.

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Source: PrivateFly booking, enquiry and flight search data, December 2016 - November 2017
For more information or for a personalised private jet charter quote, visit PrivateFly.com