

Elephant Lifestyle talks to Abner Tato, Marketing and Quality Director, Global Jet



Private aircraft management and charter firm Global Jet manages 65 planes, but is looking to expand its fleet to 100 jets with the addition of top-quality aircraft and contracts by 2015. The company prides itself on its personalised service and willingness to accommodate even the most outlandish of client demands.

ELEPHANT LIFESTYLE (L): *What is your definition of luxury?*

ABNER TATO: Luxury is a sense of freedom. For the company, that means offering our clients peace of mind and the ability to feel at home onboard the aircraft. Luxury also means comfort. Our clients are the type of people who have everything, but they also work incredibly hard, flying from one place to another for business. We must be reliable and take care of virtually everything. Our flight attendants consider the plane their home, ensuring the highest level of safety, impeccable service and a warm atmosphere when inviting guests in.

L: *Have the needs of your clients changed over time?*

AT: We have noticed that clients prefer healthy food made from organic products today. Quality has become more important than quantity. Although the premium on comfort has been a consistent factor, people seem to find relaxation onboard more important these days.

L: *How do the needs of clients differ according to continent?*

AT: Middle Eastern and Russian clients prefer a buffet-style dinner. Stellar service and high-quality food and drink are important for all customers. Our passengers are looking for recent aircraft featuring the latest amenities, such as iPads, Wi-Fi, iPod stations and massage seats. Security is the highest concern for passengers everywhere. On some governmental flights, bodyguards might inspect the cabin and food or insist on being present when the plane is being fuelled to ensure that the officials are in a safe environment.

L: *Which regions have the most growth potential for the industry?*

AT: China is now what Russia was 10 years ago: a spectacular growth market. By industry estimates, there are currently 260 private jets in China. However, the general sense is that it will be the biggest market for jets in the future. We currently have an office and a plane in Beijing. Our goal is to maintain and develop our clientele in Europe and Russia. We are of course targeting Asia and the Middle East.

L: *What is your relationship with Monaco-based Pegasus Design?*

AT: We partner with Pegasus for interior design. Our signature style is zen, minimalistic and contemporary. We use clean and simple designs with a maximum of four colours. However, what the client wants, the client gets. We do lend our advice and offer guidance when it comes to picking the right plane. Our team takes clients through every step of the process, from the initial drawings to delivery, with meticulous attention to detail. Customisation comes with the help of Pegasus Design. What some call luxury is merely a response to the needs of clients accustomed to the highest level of quality.

L: *What have been some of the more unusual requests from clients in terms of amenities?*

AT: A customer once requested an onboard pool. We have also encountered clients that wanted their interior decorated with big slabs of marble or crystal chandeliers. Naturally, we try and meet even the most extravagant requests, but at some point we come up against regulations, certifications and safety issues, and for good reason.