

on larger group airline charters because Steiger finds that most of his customers are shopping for savings over booking a group on a commercial airline. He gets calls and requests from local high school and college sports teams, and unfortunately the expectations they have are not realistic. "They assume the price per seat is similar to booking a commercial airline ticket, whereas it will probably be many times more expensive per person," he says.

### Making sure expectations are met by the carrier and operator

"You must select the right horse for the right course," says McCluskey. Carriers for whom ad-hoc charter is not core business will usually require more management than those for whom it is their primary business. So levels of input required from his Hunt & Palmer team vary from group to group, country to country, region to region and carrier to carrier. He notes there can be huge disparities in quality and service delivery between two outwardly very similar looking operators: even though every legal-for-charter airline is certified to a far higher standard than executive jet operators in the same jurisdiction, certification is not an indicator of service delivery. "That is why the experience and market knowledge of an expert commercial airline broker is vital," he says.

Every time Le Bas does a group charter it has one of its specialists on board, normally the person who started the conversation with the client. They will know what the clients want and can ensure their service expectations are being met, and will still be in place at the other end to make sure the exit transit goes smoothly. It all comes down to expertise: "You have to know what you are doing," says Deakin. "It's like being a butler in the air, and if it were to go wrong the artist may not get onto the stage. The sad thing is that there are people who dabble in this and do a bad job. If you don't do it correctly you damage the industry as a whole." **CB**



The Moscow staff are part of Global Jet's expanding team

### Global Jet adds Monaco department

As Geneva-based Global Jet achieves 18 years in the aviation industry it is creating a new charter department in Monaco with the arrival of charter sales executive Nils Lovag. "A large number of our aircraft pass by the Riviera during the high season and this would give us the opportunity to meet the growing demand of the region by sharing our experience and expertise," he says.

The company has also opened a new office in Madrid airport where Alan Sanz Aubert joins the team, and has moved its Russian operation to modern offices in the centre of Moscow and added three charter sales executives to the staff there.



Nils Lovag is running Global Jet's new Monaco office

## Company appointments

### Acropolis Aviation

Acropolis Aviation based at Farnborough airport has appointed Carlo Montanini as charter sales manager. He will be responsible for growing market share and maximising the revenue opportunities provided by the company's current Airbus ACJ319 and the ACJ320neo that is due to be delivered in 2019.

Previously Montanini spent four years facilitating Global 6000 charter sales for VistaJet, developing new business worldwide with a special focus on the Middle East, USA, Africa and Asia. Prior to that he was commercial director at FlairJet when it was broadening its fleet beyond Embraer Phenom 100 and 300 aircraft management operations.

Montanini says: "I am delighted to join the Acropolis Aviation team and excited to be playing a key role in expanding the business and our client base worldwide."

### ARGUS International

Former executive vice president Bill Yantiss has been appointed chief operating officer, a new position within ARGUS International. Yantiss will be responsible for all operational activities within three ARGUS business units: market intelligence, partners and resources for operational safety, and professional resources in system management. He will also be responsible for IT support for the three ARGUS software platforms: safety and quality management tool Aviation Risk Management Online Resource; the TRAQPak aviation intelligence tool; and the TripCHEQ due-diligence tool to validate commercial operator

credentials to include flight crew and aircraft.

ARGUS founder and CEO Joe Moeggenberg says: "Bill is a trusted leader and a seasoned aviation professional. With his military, business aviation and air carrier experience he is uniquely qualified to provide strategic development and accountability across a broad range of products and services. He will be leading the development of new services to be delivered this calendar year, evidence of continued emphasis on anticipating customer needs and requirements."

### Summit Aviation

US Rocky Mountain operator Summit Aviation, headquartered at Bozeman Yellowstone airport, has appointed Ryan Waguespack as vice president of business development. Waguespack is a private pilot and has over a dozen

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