

Swiss-based Global Jet has built a reputation on exquisite service and attention to detail.



Luxury as standard

Providing exceptional service as a norm is marking out Global Jet as the go-to business jet operator for those in the know. Alexander Preston steps inside.

Since the start of the decade, the fortunes of business aviation have fluctuated, with more contractions than growth in recent years. However, the sector has started showing promising signs of vigour.

One company that has successfully ridden the waves of this unpredictability is Swiss-based Global Jet, and it's quite some success.

Since launching 17 years ago, Geneva-headquartered Global Jet has built a reputation as a trusted boutique operator, with a quality of service geared entirely towards its clientele.

As the company states, "we offer our exceptional clientele an exceptional experience, comparable to that offered in the world's top luxury hotels. The expertise, diligence and discretion of our crews contribute greatly to this."

And so it should, as its flight attendants are trained to the top Swiss hotel schools' standards, offering five-star service far beyond mere comfort.

According to the company, the crew is on hand to "customise your flight experience, taking care of every little detail from a

peaceful, refined, tailored atmosphere on board to quality fresh products selected from our best suppliers. They pay particular attention to your likes and preferences. With each journey, you will enjoy the pleasure of finding everything you like, need, and which defines you."

Global Jet offers technical, legal, financial and operating expertise from its network of offices, which includes Paris, Moscow, Beijing and Monaco, as well as design through its award-winning company, Pegasus Design, based in Monaco and London.

So far, 2017 is proving to be extremely fruitful to the company; with a number of aircraft management mandates. "Our aircraft under management include very new aircraft types such as a BBJ3, Gulfstream 650 and Global 6000/5000ER Vision. We are proud to be the guardians of these incredible jewels. With a fleet comprising over 25 aircraft types (for a total of over 70 aircraft) and extensive knowledge for each one, we guarantee to our clients the top level of safety, experienced crews on board and the most cost-efficient operation," comments Edouard Lehembre, vice-president Aircraft Management.



Global Jet's Legacy 450 (left) and Gulfstream 650 (above) are the latest additions to the company's charter fleet.

In the past few weeks, a discerning owner of a brand-new Embraer Legacy 450 appointed Global Jet to manage and operate the aircraft – one of the few charter aircraft available in Europe.

Accommodating eight passengers, the cabin has the latest entertainment systems with a wide range of connectivity options including SwiftBroadband high-speed data and Wi-Fi connection.

As Bjorn Naberhuis, VP for business development, comments, “the company is focusing on fulfilling strong client demand for mid-light aircraft,” highlighting that the Legacy 450 slots perfectly for the inter-Europe trips, either for business or leisure and this is all about efficiency. The aircraft will be available for charter from the end of August.

In April, the operator unveiled its brand-new Gulfstream 650 – a 14 passenger aircraft capable of flying 7,000 nautical miles in supreme comfort and at Mach 0.925.

Guests can enjoy a complete range of entertainment features as well as Wi-Fi.

Sixteen large Gulfstream panoramic windows allow abundant sunlight into the cabin for a spacious and sensational experience on board. The aircraft features a two-sided forward galley and a relaxing cabin with two facing divans, set in a private zone. The shades of grey in the cabin blend perfectly and provide a modern and elegant allure.

VVIP MARKET

The beginning of the year saw Global Jet introduce an Airbus A318 CJ Elite to its fleet, in part in response to growing demand for VVIP large cabins from a flourishing Middle East market.

The aircraft is the fourth Airbus offered for charter requests but the company manages a total of eight Airbus models altogether. “We have an extensive knowledge in managing VVIP airliners and our crews are qualified far beyond standards and guarantee a maximum safety and an unrivalled high-end service on board,” comments the company.

The VVIP widebody can comfortably accommodate its passengers from Dubai to London non-stop or from Paris to New York with 80 suitcases for 19 VVIP guests. The spacious cabin features three divans, a buffet in the executive lounge area, and a separate bedroom with VVIP bathroom. Passengers can peacefully rest in its eight cosy single beds.

The aircraft is flexibly based at Le Bourget and is ready to serve any request.

This was followed by the addition of a Bombardier Global Express XRS, providing an elegantly furnished cabin designed for 10 passengers. The aft cabin with its divan is a relaxing area for family or just privacy, with the forward cabin suitable for work, and fine dining in the middle cabin.

“With all these new jets available, and our present activity, this charter year seems more promising than last year,” states Leonard Bertholet, charter sales director.

Fresh from a successful ABACE, Global Jet took an innovative approach to this year's EBACE, by creating a unique concept of VIP transfers from their nearby office in Geneva.

“A booth is not big enough for us, we wanted to amaze our guests by revisiting totally our premises and proposing a VVIP service on site,” commented Abner Tato, quality director of Global Jet. The service on offer included creative breakfasts from Absolute Taste; a custom-built seafood bar named Caviar House, with exquisite lunches prepared by a starred chef; a showroom with a Montres Prestige collection; and more, all available “to get a foretaste of the service we provide above the clouds!”

Passengers were driven to the show in a Tesla Model X, where they could visit the static display with their dedicated Global Jet advisor.

As the company says of its clients: they know what they want; Global Jet knows how to make it happen. ■