



THE MAYFAIR

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MAGAZINE

THE GREAT ESCAPE

The ultimate travel destinations
for 2015, from Africa to Iceland

Modern master

The legacy of legendary
photographer Art Kane

A fine vintage

JD Classics brings its collectable
cars to Mayfair's Mount Row



Come fly with me

Do you want to land in a private plane just five minutes from your chalet in Courchevel, or at the end of your garden, past the vineyards in Tuscany? Jetfly can take you closer to your end destination. We talk travel with CEO Cedric Lescop

To travel is often one of life's inevitabilities, but to travel in style can be a somewhat more complicated matter. For those who constantly find themselves jetting off, aviation operator Jetfly is bringing back the comfort and glamour of flying private with its unique price structure. This is based on the number of hours you fly each year, and Jetfly guarantees its customer a plane whenever they need one. Currently operating with the largest fleet in Europe of Pilatus PC-12 turboprop aircrafts, CEO Cedric Lescop plans to introduce the PC-24 in 2017, the world's first and only Super Versatile Jet.

Who is the Jetfly traveller?

CL: Our clients are discerning European businessmen and their families who like the convenience of being able to access smaller airports that can get them closer to their business meetings, chalets or villas. They enjoy

skiing in The Alps during winter and holidaying in the Mediterranean during the summer. If they need something, we are always there to find it for them: the bottle of wine they need, for example. The company is owned by my customers; it's not my company and I want them to feel that. The clients prefer low-profile, discretion, and efficiency. Denham [Aerodrome] is 35 minutes from Notting Hill. You can be in the plane in five minutes and you are number one in line for take-off. We are talking about easy aviation; that's why Jetfly has grown in the past 15 years.

What is unique about the PC-24 jet?

CL: The PC-24 can land on very short runways, and is the only aircraft combining the versatility of a turboprop with the cabin size of a medium jet, and the performance of a light jet. It's a plane that simply doesn't fit into any of the existing business jet categories.



Are you looking to branch out any more internationally?

CL: The market is huge in Europe. My strategy is to focus on the markets that are going well, which are the UK and Germany. We just opened an office last month in Frankfurt for the German market and we continue to invest in the UK market because we see great potential. That's why we have this unique place we have at Denham, with a private lounge for our customers. We can land at Denham 24 hours a day, which is not the case for a lot of airports in the London area, and again it is 35 minutes from west London, where most of our customers live.

How would you describe your service?

CL: My customer should feel at home, they should feel like they're in their own aircraft, so my challenge is to do that. I have an indicator where you can quickly see if people feel at home. Ninety-five per cent of my customers are



still here after ten years. That's because the pilots are close to them, the reservations centre is close to them, I am close to them. This is the key to success. You could have a very good idea, a very good business model, but if you are not close to your customer and if you don't bring the service with a big S, you go nowhere. That's how the company has been managed for 15 years. **M**

For further enquiries about Jetfly, email Jonathan Clough (jonathan.clough@jetfly.com) or visit jetfly.com

