

TRAVEL AND HOSPITALITY

Lack of nonstop commercial routes pushing travelers to fly private, survey shows

July 30, 2024



Of all the reasons respondents gave for choosing private aviation, door-to-door time savings ranks highest. Image credit: Private Jet Card Comparisons

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

New research reveals the top six reasons clients are opting to own or charter planes.

The online platform [Private Jet Card Comparisons](#) is sharing findings from a survey in which 72 percent of respondents cite door-to-door time savings as a top incentive. Extra factors such as more convenient airport locations and the lack of direct commercial flight availability are also motivating their choice to fly private.

"Detractors of private aviation often miss the point that the vast majority of users choose to fly privately for very practical reasons," said Doug Gollan, president and editor in chief of [Private Jet Card Comparisons](#), in a statement.

"It's not about extravagance," Mr. Gollan said. "Saving time, ability to use closer airports and being able to fly from where they are to where they want to go nonstop are the top three reasons subscribers choose private aviation."

Flying high

Nearly six in 10 respondents view private airports as more convenient than those operating airline itineraries. This is the second most popular reason individuals are traveling by jet, according to the survey data, sourced from Private Jet Card Comparisons' member base.

A lack of nonstop options ranked third 45 percent of respondents were aligned here. Fourth through sixth place submissions include a need to bring pets onboard, airline schedules not meeting personal needs and charters being quicker than long car rides, respectively, each of which tallied responses from between 35 percent and 37 percent of those surveyed.



The survey opened on July 18 and garnered 550 responses. Image credit: Wheels Up

Half of respondents outlined plans to fly private after having recently experienced poor service on commercial flights.

The beginning of 2024 was not kind to the luxury charter business, with shared private jet ownership company Volato ([see story](#)) and private aviation firm Wheels Up ([see story](#)) witnessing sharp revenue declines.

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