

**Business Jet Traveler's  
first annual**

# Readers' choice survey

Nearly a thousand subscribers responded to BJT's first annual survey on business jet travel. Turn the page to find out why our readers fly privately; what they like best and least about fractional, jet card and charter providers and their own jets; and what aircraft they'd pick if they could have any available model.





PHOTOGRAPHS BY BILL BERNSTEIN

# Flying privately

The ability to save time and access more airports—both productivity enhancers—scored much higher than other reasons to fly privately.

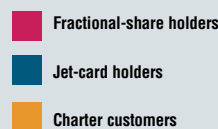
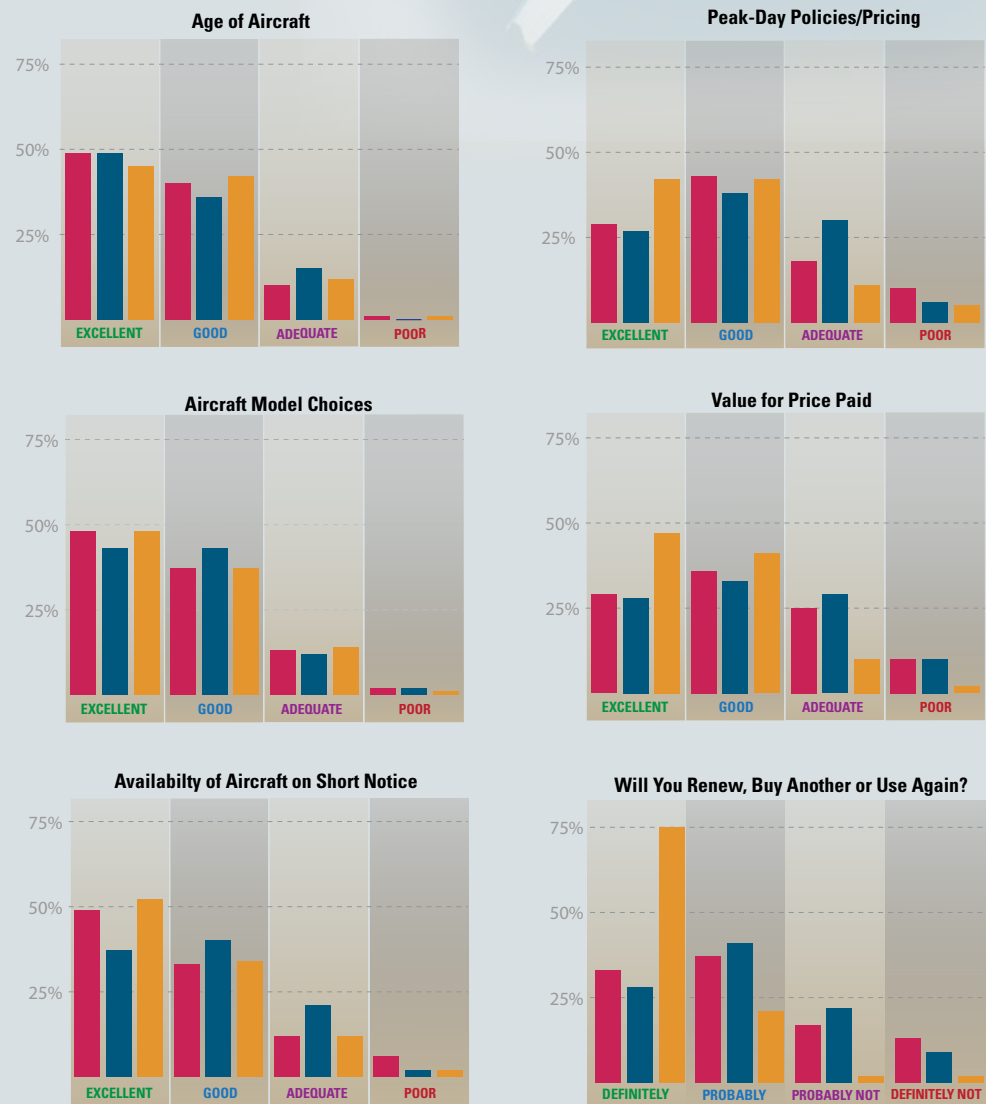
## What are the most important reasons you fly privately?



Readers were asked to indicate three reasons.

# Fractional shares, jet cards and charter

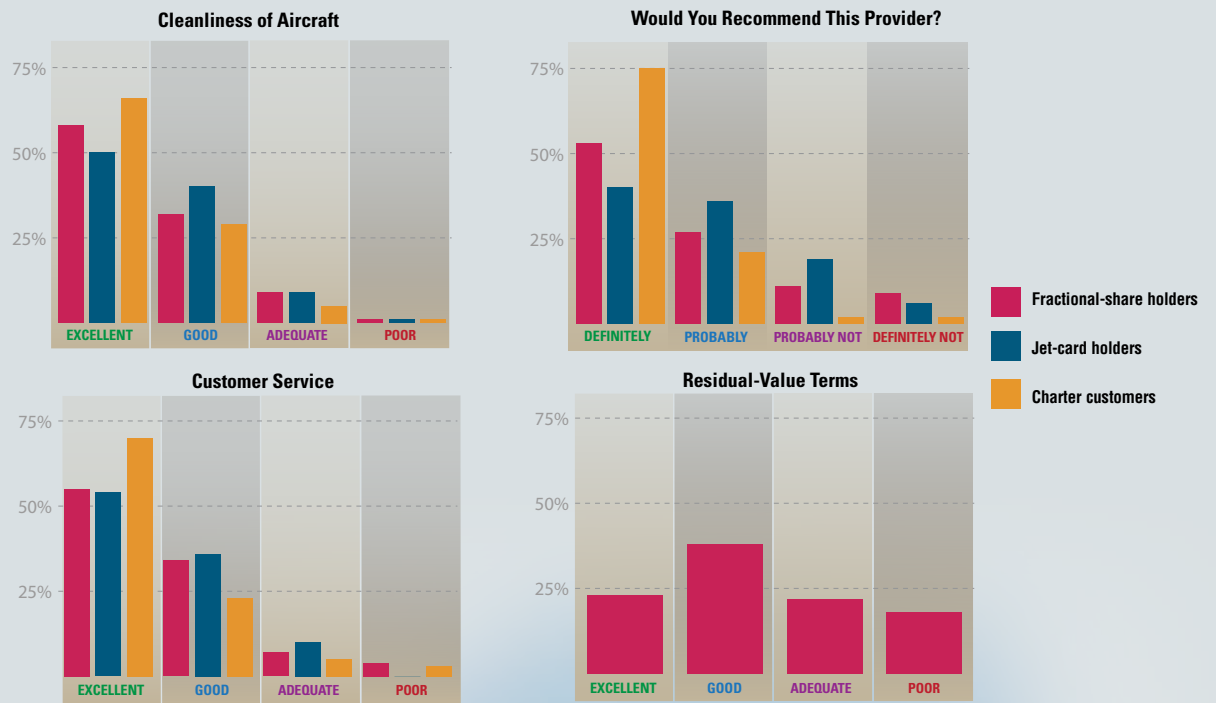
Overall, business jet travelers seem to be a pretty satisfied bunch, but charter customers appear particularly happy, with 75 percent saying they would “definitely” use their provider again and recommend it to others. Fractional shareowners, jet-card holders and charter customers all gave their highest marks to customer service and cleanliness of aircraft. Jet-card holders assigned the lowest scores to peak-day policies and pricing while fractional owners gave the worst marks to residual-value terms. Charter customers recorded relatively high scores in all categories but showed the least enthusiasm for peak-day policies and pricing.



“Gives me the ability to visit more than one client on the same business day.”

## Fractional shares, jet cards and charter

“It allows me to take a client with me, which enhances the relationship-building experience.”

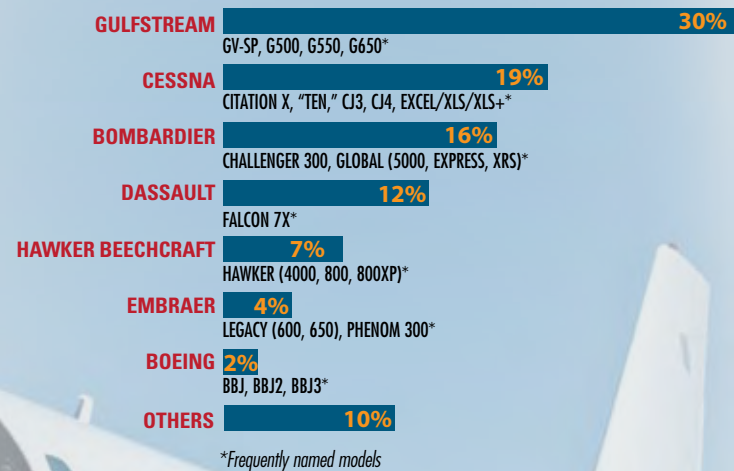


# Aircraft

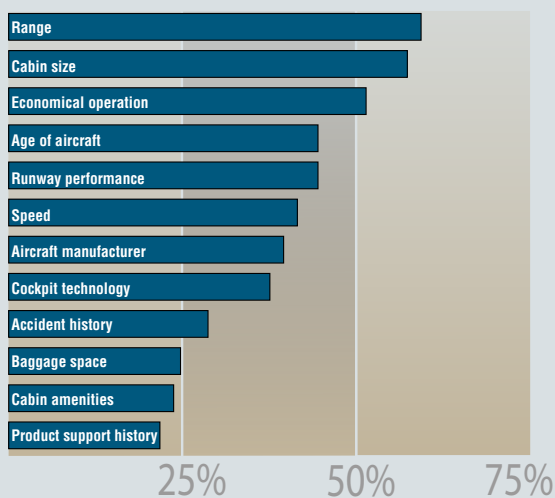
Range, cabin size and economical operation topped the list of important aircraft features in our survey. Cabin amenities scored surprisingly low, as did product-support history, perhaps because most of our readers aren't directly involved with maintenance.

When readers evaluated their own airplanes, the highest scores were for reliability, with nearly three of four respondents rating it excellent. Gulfstreams earned the highest marks in that category as well as for aircraft and cockpit technology, value for price paid and manufacturer product support. Dassault scored best for cabin amenities and overall satisfaction. Owners of all models seemed relatively dissatisfied with the cost of maintenance, but Bombardier earned the top grades in this category.

## If you could receive a complimentary year of flying privately on any aircraft, what make and model would you choose?



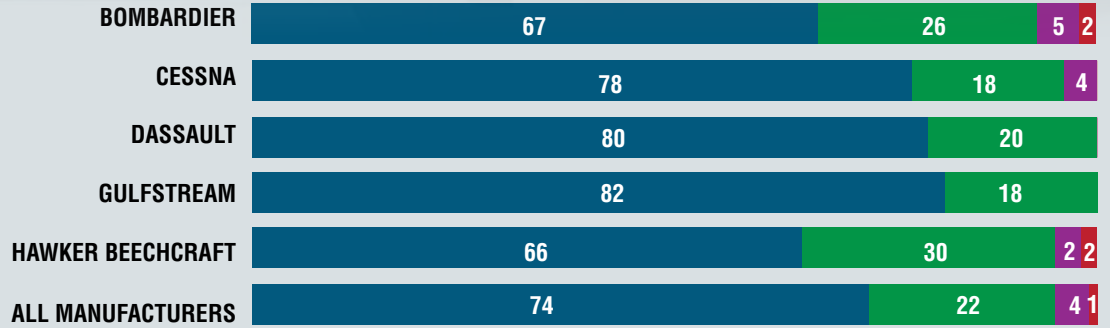
### MOST IMPORTANT AIRCRAFT FEATURES



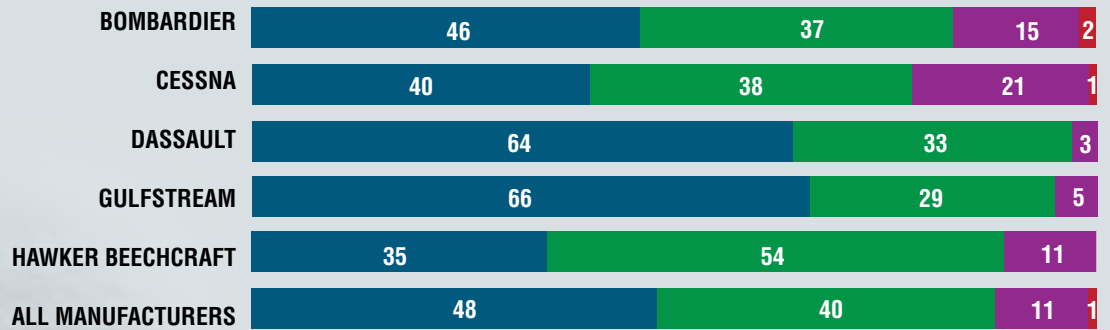
# Aircraft

“Private aviation gives me the flexibility to work comfortably without opening the doors to the competition. As well, it keeps the time spent between locations less, giving me more time to concentrate on major decision making.”

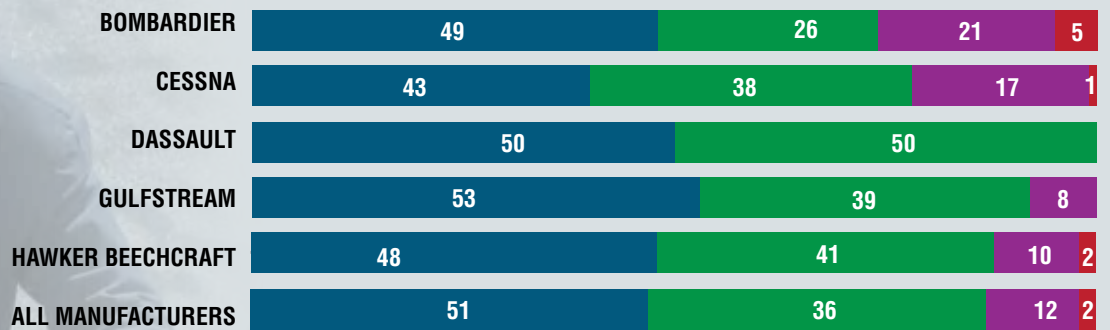
## RELIABILITY (percent)



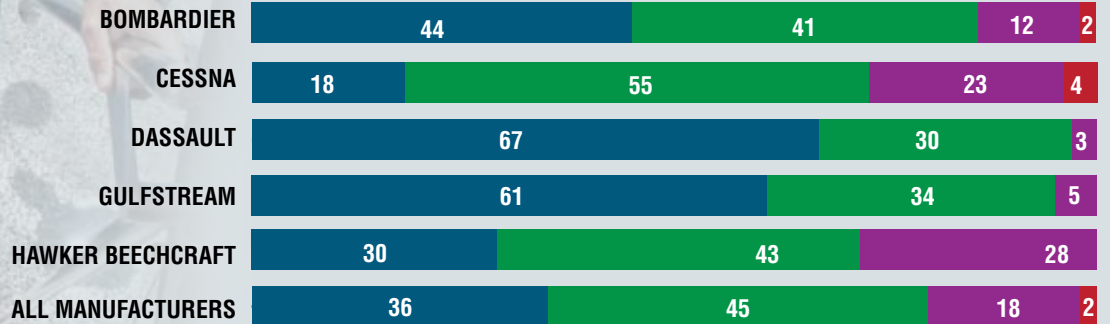
## AIRCRAFT TECHNOLOGY (percent)



## VALUE FOR PRICE PAID (percent)



## CABIN AMENITIES (percent)



EXCELLENT GOOD ADEQUATE POOR

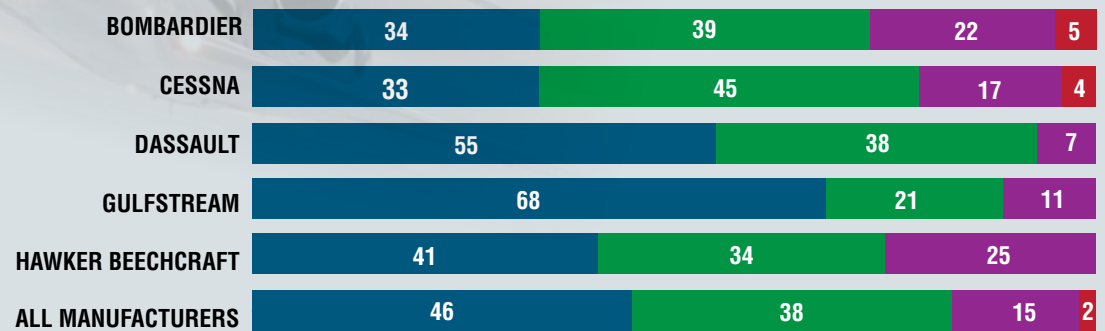
Percentages in bars on this and the next page don't always total 100% due to rounding. Percentages for "all manufacturers" include the listed companies and others for which we received relatively few responses.

# Aircraft

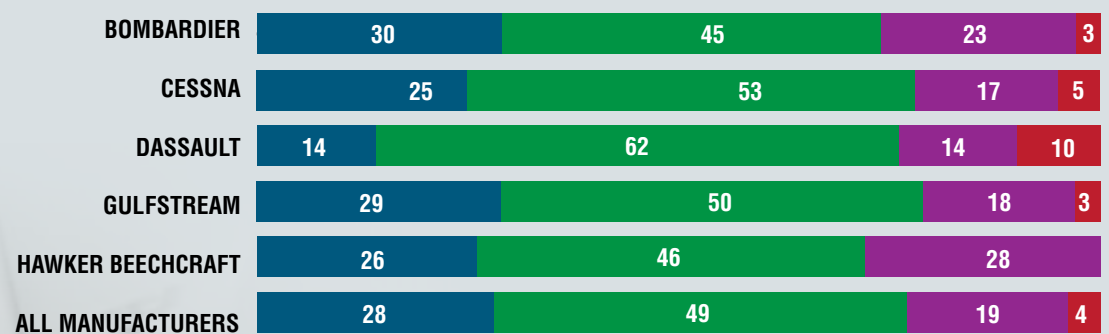
“Very convenient for business at out-of-the-way places not served by airlines.”

“You would not invite strangers to your boardroom. Our private jet is our boardroom.”

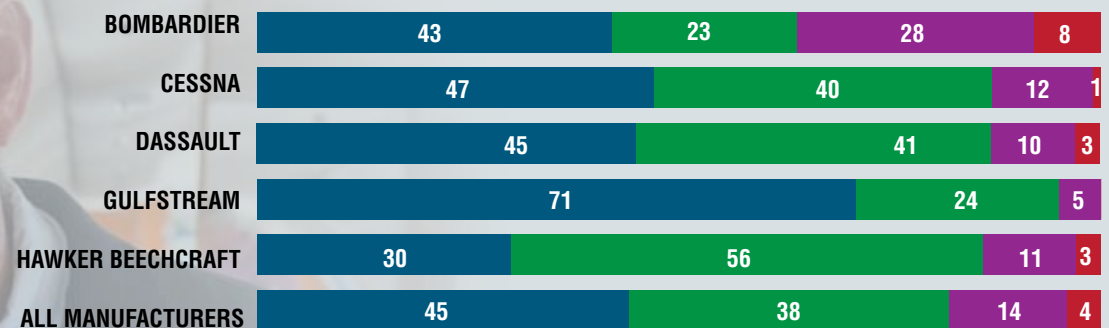
## COCKPIT TECHNOLOGY (percent)



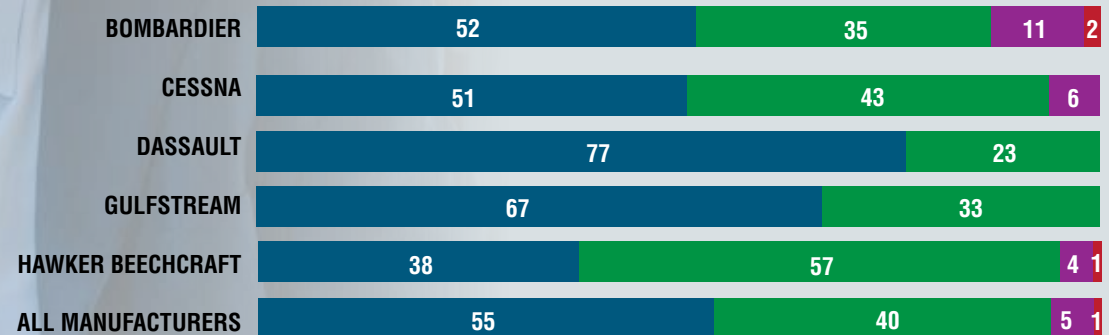
## COST of MAINTENANCE (percent)



## MANUFACTURER PRODUCT SUPPORT (percent)



## OVERALL SATISFACTION (percent)



EXCELLENT GOOD ADEQUATE POOR

Visit [BJTonline.com](http://BJTonline.com) for demographic information on our survey respondents and to read more of their comments about flying privately.