

选您所爱

明智的选择助您踏上经济实惠的私人空中之旅

Finding your way in a forest of options

By choosing wisely, you can save a bundle on private air travel.

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与房地产一样，商务喷气机旅客的选择分为两大类，即租赁和自有。世界各地的民航法规也对此作了规定。

大多数私人空旅乘客会选择包机，这是因为从严格的每公里单位费用来看，如果只是偶尔乘坐私人飞机出行的话，这是最经济的方式。

使用包机服务意味着租用一架飞机。您可能需要按小时、距离或包含这两个因素的复杂的公式计算并支付租赁费用。您可能还需要支付其他多项附加费用，如燃油费、餐饮费、定位费、降落费、停机坪使用费或过夜停车费等。您也可以从提供固定费率包机服务的公司包机。但这仍然是租赁。

预订包机远比购买机票要复杂得多。包机经纪人可以帮助您处理这些复杂的事务，可为您在任何特定时间物色到最好的飞机和运营商。

有一些网站似乎会提供网上预订包机服务。但很多网站是由包机运营商运营的，其他的网站则由经纪人运营。您可以尝试网上预订航班，您的电话最终会被转接到其他电话号码或真正的服务人员。大多数客户更喜欢这种方式，相信您应该也会喜欢。

目前，经纪人执业还不太规范，虽然不少业内人士认为应该对这一行业进行管制。经纪人可能是拥有 30 年从业经验的资深人士，他们拥有专业知识，知晓各种不同机型并了解如何才能达成最划算的交易。但有些经纪人可能是新手，只有一台笔记本电脑和一部手机，他们只想着快速发财。

优秀的经纪人会提供宝贵的信息、物色最适合您需要的飞机和包机运营商，并协调与飞行相关的诸多事项；他们接到通知后会马上为您提供替代飞机、向您开具“透明”发票，而且只收取合理的佣金费（约占包机费用的 5%）。蹩脚的经纪人——我们现在来说与他们相关的可怕的故事。

AS WITH REAL ESTATE, THE OPTIONS AVAILABLE TO business jet travelers fall into two main categories: rent and own. Civil aviation regulations around the world dictate this.

Most people who enter the world of private air travel do so via charter, because, on a strictly per-kilometer basis, it is the least costly way to fly privately on an infrequent basis.

Using air charter means renting an aircraft. You might pay by the hour or by distance or by some complicated formula that incorporates both of these factors. You might be charged for numerous add-ons, such as fuel, catering, positioning, landing, ramp use or overnight parking. Or you might find a company that offers flat-rate charter. It is all still renting.

Booking a charter flight is much more complicated than buying an airline ticket. Air charter brokers can help make this less complicated, by trying to find the best aircraft and operator for you at any given time.

There are websites that seem to offer online booking of air charter flights. Many of these belong to charter operators themselves and others to brokers. Try booking a flight online and eventually you'll be directed to a telephone and a real person. Most customers prefer it that way, and you should, too.

Brokers aren't regulated, though many in the industry think they should be. They can be 30-year industry veterans who can provide expert knowledge on the various types of aircraft available and how to get the best deal. But others are just newcomers operating from a laptop and a cellphone, who simply want to get rich quick.

Good brokers will provide valuable information, find the best aircraft and charter operator for your needs, coordinate all aspects of the flight, be ready to find you a replacement flight at a moment's notice, give you a transparent invoice and charge you a reasonable fee, about 5 percent of the charter bill. The bad ones—let's just say there are scary stories about them.



如果您直接向包机运营商预订服务，您需要支付的费用很可能比通过经纪人更便宜。但包机运营商实际上会为向他们介绍业务的经纪人提供折扣，而经纪人可能会向您提供其所获得的部分折扣。这个价格虽然可能还是比您直接从包机运营商处获得的报价要高，但聘用经纪人为您代理包机服务可能值得您支付额外费用。

当然，您的出行需求（目的地、时间安排、乘客人数、行李要求以及（当然包括）预算）将决定您要求的飞机和直升机的大小和性能。很可能某些机型会满足您的各种旅行需求，有些机型比其他机型更合适，但它们的包机费用也可能会因此有比较大的差异。所以，要是能获得内行人（如非常了解空旅的诚实优秀的经纪人、值得信赖的顾问或朋友等）的建议，您就能节省很多金钱。

更便宜的出行方式？

考虑一下“空腿”航班怎么样？“空腿”航班指飞往包机服务登机地点或提供包机服务后飞往其他服务地点的空机。从理论上讲，“空腿”航班比预订标准单程包机的价格要低，因为其他人已经为产生“空腿”航班的单程包机支付了往返成本。但在提供“空腿”航班服务时，如果乘客粗心大意的话，运营商和经纪人可能向其收取与标准单程包机服务一样的费用。

“空腿”航班收费更贵的另一个原因可能是因为供不应求。根据一些包机运营商的说法，现在的“空腿”航班比以前更少了。这可能是因为飞行业务正在下滑，或运营商能够提供更高效率的“空腿”预订服务，或者是因为“空腿”航班被经纪人、网站和其他包机运营商抢先预订了。另外可能是因为出现了没有固定基地的包机。与在执行包机任务后“返回出发地”（从而导致“空腿”航班）的包机不同，没有固定基地的包机和机组人员会在目的地机场过夜，或转飞其他靠近繁忙包机市场的其他机场。

经纪人和包机运营商可以为您找到“空腿”航班。您可以通过许多网站自行寻找。如果您自行寻找的话，您如何辨别所预订的航班是否符合您的需要以及运营商是否符合您的口味呢？如果您的回答是“我不知道”，请不要预订

“空腿”航班或任何包机。因为您需要帮助或更多的经验。

如果您多次包机

当您接受多次私人包机服务后，您可能想与您了解和喜欢的运营商签订航段包租服务协议。航段包租服务通常需要预付定金，运营商会提供小时费率折扣，还需要签订定制协议。如果运营商有数架相同或不同的飞机款型能满足您的需求，且您需要提前安排时间经常出行的话，这些协议能为您提供最大的便利。当然，运营商很乐意为您安排临时出行服务，但在这种情况下，运营商通常不得不支付旅费聘请另一家运营商提供服务。

航段包租更常见和更有效的一种服务形式是拼租包机（Jet

If you book directly with a charter operator, you can probably get a lower price than if you use a broker. But charter operators do discount their prices for brokers who give them business and the brokers may pass on some of their savings to you. This price may still be higher than what you could get directly from the charter operator, but having the broker as your agent could be worth the extra cost.

Of course, your travel needs—destination, schedule, number of passengers, baggage requirements and, of course, budget—will dictate the size and performance capability of the airplanes and helicopters you request. Quite likely, several aircraft models could suit your trip in various ways, some better than others, and their charter costs will likely differ significantly. So having a knowledgeable person advising you—a good, honest broker, for example, or perhaps a trusted consultant or a friend who knows a lot about aviation—could save you a lot of money.

CHEAPER WAYS TO TRAVEL?

What about empty legs, those charter airplanes flying without passengers on their way to or from a paying charter flight? Theoretically, empty legs should cost less than booking a standard one-way charter, because someone else has already paid the roundtrip cost of the one-way charter leg that generated the empty one. But if they can do it, operators and brokers will charge the unwary traveler as much for the empty leg as they do for the originally chartered leg.

Another reason for more costly empty legs could be supply and demand. According to some charter operators, fewer empty legs are available now than previously. This could be because flying is down, or operators are becoming more efficient in booking these legs, or because the legs are getting filled more quickly by brokers, websites and other charter operators. Another reason could be the emergence of chartered airplanes without fixed bases. Instead of “coming home” empty after a charter (and thus creating an empty leg), the airplanes and crews overnight at the destination airport or reposition to other airports close to busy charter markets.

Brokers and charter operators can find empty legs for you. You can find them yourself on many websites. If you do, how will you know this is the aircraft you need and an operator you’d want to fly with? If your answer is “I don’t know,” don’t book an empty-leg charter, or any charter. You need help or more experience.

WHEN YOU CHARTER A LOT

As you gain more private-flying experience, you may want to look into block charter with an operator you know and like. Block charter usually involves a down payment, a reduced hourly rate and a customized agreement. These agreements work best when the operator has several aircraft of the model or models that fit your needs and you make regular trips that you can schedule ahead. Of course, the operator will be happy to accommodate

card) 服务。拼租包机服务提供多种特色服务且更具灵活性，但与航段包租服务相比，最大的区别是成本。由于在航段包租服务中承租方需许诺并预付定金，因此承租方通常会获得价格折扣；与直接包租服务相比，拼租包机服务的价格更高。虽然您为此支付了更多的费用，但您会获得优待和其他特别待遇。尽管其收费相对较高，但事实证明，拼租包机服务深受那些不愿意签订巨额协议的出行者的青睐，这类旅客倾向于选择了解的运营商放心出行。

争取购买私人飞机

目前，中国民航业尚未实施分时产权 (Fractional-ownership) 经营模式，但该模式不久将被引入中国。该模式在世界其他地区非常流行，因为它拥有许多产权优势，但只需承担较少的责任。

分时产权也是产权，因为您实际上购买了飞机的一部分。如果您愿意的话，您也可以购买多个份额（甚至整架飞机）。分时产权也涉及飞机管理，因为您要向分时产权供应商支付报酬，委托其处理飞机产权和经营事宜，包括聘请、培训和管理飞行员、调度和跟踪航班以及飞机维护等。

分时产权方案的一个关键因素是参与方案的所有其他机主（甚至包括那些不持有飞机部分产权的人员）可能使用您的飞机出行。当然，您也可以使用机队中的所有其他飞机出行。事实上，根据机队大小和时间安排，您可能从来都没有机会真正乘坐您拥有部分产权的飞机出行。但没有关系，因为通常来说，所有的飞机看起来都十分相似，配也大同小异。

分时产权、完全产权和伙伴关系安排三者类似，表现在大量金钱易手、需要签订多份合同，而且签约过程耗费时间且至少需要数个或（有时候）众多律师、会计师和顾问。还涉及到税收、法律和融资问题，这些因素都会影响决定（在何地签订合同以及将飞机置于何处基地）。其他基本决定还涉及应该购买何种机型、是否购买新机或二手飞机、可能需要聘请哪类人才以及如何整修飞机等。购买私人飞机（无论是在多次包机出行后或因为出行受阻而产生此想法）需要多方面征询专业航空人士的意见。

在纷乱复杂的商务航空领域，您如何才能做出最适合自己的选择呢？您可以向曾经使用私人航空出行服务的朋友、包机经纪人、航空顾问和飞机制造商代表征求意见。您也可以参加上海亚洲商务航空会议及展览会 (ABACE)。从网上获取信息。阅读**商务喷气机旅客**。

your ad hoc trips, too, but there’s always the chance he’ll have to cover a trip by engaging another operator.

Jet cards are a more generic and formalized form of block charter. While cards offer various features and flexibilities, the big difference when compared with block charter is cost. Where block charter typically provides a discount to buyers for the commitment and down payment they make, jet cards usually cost more than straight charter. What you get for the premium is preferential treatment and other perks. Despite their relatively high cost, jet cards have proved popular among travelers who prefer not to make big financial commitments and want the peace of mind of flying with a known entity.

MOVING UP TO AIRCRAFT OWNERSHIP

Fractional-ownership, while not yet available in China, may well be introduced here quite soon. It is popular in other parts of the world because it provides many of the advantages of ownership but fewer of the responsibilities.

Fractional is ownership, because you actually buy a share of an aircraft. You can purchase several shares and even a whole aircraft, if you care to. Fractional also involves aircraft management, because you pay the fractional provider to take care of all aspects of owning and operating the airplane for you, including hiring, training and managing the pilots, dispatching and tracking flights and handling maintenance.

A key factor with a fractional program is that all other owners in it, even those who don’t have a share in the aircraft you own, may fly on your airplane. Of course, you get to fly on all the other airplanes in the fleet, too. In fact, depending on the size of the fleet and scheduling, you may never actually fly on the airplane you partly own. But that does not matter because all the airplanes usually look and are equipped the same, more or less.

Fractional ownership, whole ownership and partnership arrangements are alike in that large sums of money change hands, several contracts need to be signed and the process requires time and at least several and sometimes numerous attorneys, accountants and consultants. Taxes, laws and financing all play a part, influencing decisions about where the contracts are signed and where the aircraft is based. Other basic decisions involve such matters as what aircraft model to buy, whether it should be new or used, what personnel you may need to hire and what modifications to make to the aircraft. Moving into aircraft ownership, whether after long experience with charter or from a dead start, requires solid advice from aviation professionals in many disciplines.

In the forest of business aviation options, how do you find the tree that’s best for you? Talk to friends who use private aviation, charter brokers, aviation consultants and representatives of the aircraft manufacturers. Go to trade shows like ABACE in Shanghai. Research online. Read **Business Jet Traveler**. ■