



What to consider when chartering an aircraft

Chartering an aircraft can be a daunting task for those outside the industry. So many choices. **Do you need a stand-up height cabin? Do you need an aircraft with greater luggage capacity? Should you take a jet or a turbo prop? Will this airport stay open late? Is there a closer airport?** There is no need to worry. You give us your basic requirements and we will suggest all the sensible options.

At Premier Aviation we pride ourselves on ensuring that our clients' experience a high quality service. This does not have to mean the most expensive and we always strive to be competitive. However cheapest is not always the best when buying such a quality service as business aircraft charter.

The old saying "you get what you pay for" could not be truer in today's climate. For example, an increasing number of aircraft operators are excluding all but the very basic catering items from their charter price, but this may mean the customer does not get the service level they feel they should from a business charter flight. It is our job to advise our clients which operator / aircraft combination is most likely to fulfil their expectations.

There are several parameters, other than the lowest price, to be considered. Aircraft and operator service standards do vary. Sometimes there are those we feel fall short of the standards that we expect for our clients. This could be for a variety of reasons and it means there are operators that we will just not use – however low-priced they may be. We will certainly not compromise on safety and security standards for our clients; if that means offering a higher-priced solution we are happy to justify that.

The baby of the skies... Citation Mustang

An apt name for the perfect work horse for short business trips. The Mustang is Cessna's latest jet model in the Very Light Jet (VLJ) category. Although certified to be flown by a single pilot for private use, in commercial operation we will ensure it is always flown by two qualified pilots.

The Mustang features state of the art engines delivering speeds of up to 340kts cruising at 41,000ft. Its short runway performance allows use of small, local airports thereby avoiding those congested main airports and saving valuable time.

London to Paris – 50 mins

London to Milan – 1hr 50 mins



Airbus 318 Corporate Jet – the aircraft of choice for one of 2009's highest profile music tours



When a band has 50 shows across 19 countries of Europe to perform in five months it is important that their travel is not only on time but comfortable and hassle-free.

During the spring and summer of 2009, Premier Aviation flew a well-known international music group around Europe using the Airbus 318 Elite. This beautiful 18-seat aircraft boasts the widest cabin in its class. It is practical as well as extremely comfortable, with a spacious lounge and a private office. And with a state of the art entertainment system, multi channel Satcom, air show and a first class in-flight service, passengers really can relax or hold meetings in secure privacy. On the ground Premier Aviation carefully chose the handling agents to work with and coordinated quick, smooth transfers between their ground transport and the Airbus.

Following the completion of their European tour the band returned to the USA where they used a similarly configured Boeing Business Jet arranged by our US associate office.

Having travelled on aircraft of this capability the band found that it has made touring a pleasure again. They have now extended their tour and chosen to take the Airbus with them around Australia, New Zealand and the Far East, which will be coordinated by our Australian associate office.

London – Dubai	5 hrs 50 mins
Moscow – London	3 hrs 30 mins
Jeddah – Malaga	6 hrs

Missed Putt delays an aircraft...



We recently organised a charter flight between Cork and Edinburgh for a VIP party of 12 golfers including carriage of their full sets of golf clubs.

With play taking place next to the airport we were able to set up a special check-in procedure at the international hotel on the airport.

The tight schedule allowed for the flight departure at 15:30 local allowing for a quick dash from the course to the airport.

With the last two players fighting it out on the final green a two foot putt was needed to win the match; unfortunately the putt was missed and a play off lasting 45 minutes began.

Fortunately Premier was able to reschedule the aircraft and it departed Cork with all golfers on board.

A Worldwide operation

Premier Aviation enjoys the advantage of having associate offices outside Europe, allowing us to draw on local knowledge of operators in those regions. This ensures that our passengers are afforded the same levels of care and attention worldwide that we offer throughout Europe.

We have an associate office in New York, assisting with all of our requirements that side of the Atlantic, and Sydney, Australia, covering the Far East and Pacific Rim. This allows us to not only arrange flights worldwide, but to operate them with confidence. Again last year, we arranged a tour that actually covered every continent.

We are also in the process of setting up a presence in the Middle East, an area where we already have very good contacts with operators.



We'll get your business moving

Passenger **Security**

We go to great lengths at Premier Aviation to ensure that our passengers' safety is never compromised.

Recently involved in a very high profile music tour, we were faced with the issue of mobs of fans waiting for our passengers to arrive at airports. We feel that our clients are paying for an exclusive service and this is exactly what they should receive. The only option for us therefore was to pre-position members of our team at what we felt, from experience, would be the most difficult airports. The purpose of this was to work closely with the handling agents, police and airport security, to ensure that General Aviation Terminal areas were clear of fans and that large numbers of airport workers did not appear just as the flight arrived!!

Sometimes, due to our persistence, we were also able to organise permission for cars to drive directly out to the aircraft at airports where this has never been allowed before, enabling our passengers to sneak out of the airport and off to their hotel without incident.



How we **love our pets** ...Part 1

We had proof that our pets are truly valued members of our families when two people planning to leave the UK and re-locate to Europe, asked us for an aircraft for them and their cats.

Concerned that the stress on a commercial flight would be too much for their two elderly cats, they chartered an aircraft for all four of them, allowing the animals to travel in the cabin, in carry cages, with the passengers.

A visit to **No. 10...**

Our Managing Director Adrian Whitmarsh, along with other UK exporting firms, was invited to meet with the Prime Minister at 10 Downing Street to recognise their business success in overseas markets and their contribution to the UK economy.



Companies exporting British talent and products – from electric car chargers to airport security technology, classic British foods to flame retardant fabrics – discussed their successes and concerns with the Prime Minister. Business Secretary Lord Mandelson and Minister for Trade, Investment and Business, Lord Davies also took questions on what Government is doing to help UK exporters during the downturn.

Prime Minister Gordon Brown said: "I want to thank you for everything you are doing for the British economy, for British exports, and for British confidence. All of you here have successful businesses. All of you have made important innovations in the way you do business. Many of you have received Queen's Awards for what you have done, and I congratulate you. Many of you are helping this country through one of the most difficult financial periods and doing so by increasing your growth rates and making sure that the economy can remain strong for the future."





A land of ice

We were recently approached by a large private company asking if we could arrange suitable aircraft to carry 15 senior members of their organisation for a 3 day visit to Greenland.

The passengers were originating from the South of England and Scotland and requested two separate aircraft with a mix of passengers to fly from Luton and Edinburgh.

We chartered in two large cabin executive jets each with 9 seats including a sofa area, cabin attendant and VIP catering.

Both aircraft departed the UK on time and flew directly into Sondrestrom airport, near the town of Kangerlussuaq, in Greenland.

Whilst in Greenland the visitors were treated to sight-seeing by helicopter, an Iceberg Boat Tour and Glacier Walking. In the evenings they enjoyed dinner and music with their local hosts.

The two aircraft remained in Greenland for the three days before flying directly back to the UK.

Our clients loved the whole experience and look forward to working with Premier Aviation again.

How we love our pets...Part 2



Some clients needed to bring their dogs back into the UK and due to a misunderstanding on a vaccine expiry date there ensued a last minute dash to get the dogs out of the country before it expired. The only aircraft available at such short notice did not have enough room

for luggage and dogs.... So the luggage was ditched and the day was saved!



Adrian Whitmarsh
Director



Lizzy Templer
Operations / Sales



Nicky Taylor
Operations / Sales



Cliff Marlow
Operations / Sales



Stephanie Mayes
Operations / Sales



Jilly Penegar
Accounts

Team Travels

Our team has had to cope with all sorts on their various trips abroad this year.....

- **From** standing firm between a surging crowd of airport workers with cameras and our VIP passengers coming down the steps of the jet..... **To** being in the right place at the right time to spot a stray photographer balancing on a roof behind them.
- **From** personally delivering a birthday cake to an airport ready to load with the catering..... **To** dealing with Airport heads of security demanding autographs in exchange for direct aircraft access for 10 limousines.

Our presence at the airports on the high profile trips where situations such as these arise is vital to head off any potential problems, and thereby keep our passengers happy.

Airports visited for flight monitoring included Bergen, Amsterdam, Milan, Turin, Barcelona, Madrid, Marseille, Lisbon, Bilbao, Athens to name a few.

On a less serious note two of our team visited the Tyrol when an Austrian Aircraft Operator invited some of us to an adventure weekend, putting our team members through some strenuous physical activities such as igloo building, husky sledging and champagne drinking.

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We'll get your business moving