



# PrivatAir's longest flight

Our VIP-configured Boeing 767-300R flies Shanghai to Madrid non-stop

ON 22 SEPTEMBER 2007, PrivatAir operated its longest non-stop flight in 30 years of operation. The flight from Shanghai (China) to Madrid (Spain), a distance of 5,780 nautical miles (10,704km), was completed in a time of 13 hours and four minutes.

On the return leg of the trip from Spain to China, the flight was operated on behalf of a large, Spanish-owned, internationally-based organisation, and had 38 passengers on board.

The length of the flight was made possible by the exceptionally long range of the newest addition to PrivatAir's European fleet – the Boeing 767. With a maximum range of 6,200 nautical miles (11,306km), the Boeing 767 can fly non-stop from Geneva to either Los Angeles or Singapore in under 15

hours, with up to 50 passengers on board.

'The acquisition of the Boeing 767 earlier this year has made it possible for PrivatAir to fly further than ever before non-stop, enabling us to transport our passengers even faster between destinations,' comments PrivatAir CEO Greg Thomas.

'It has opened up a host of new opportunities for our clients. Not only can we fly greater distances, but the dual-aisle, three-cabin configuration of the aircraft means that we can also offer our clients more space and greater comfort – a vital consideration when planning longer trips.'

PrivatAir's Boeing 767-300R is the only VIP-configured Boeing 767 in the world which is available for commercial charter. ■



From the top: PrivatAir's VIP-configured Boeing 767-300R; Shanghai nightscape; the crew





# PrivatAir's onboard hospitality flying high

PrivatAir has joined forces with the renowned Ecole hôtelière de Lausanne to offer travellers the highest level of service

**P**ROVIDING THE highest standards of onboard service has always been at the forefront of PrivatAir's business, ensuring that each and every passenger enjoys a first-class experience from the moment they board to arriving at their final destination.

Over the last few months, regular travellers with PrivatAir may have noticed some changes to its onboard service on some flights – additional cabin crew members. Dressed in a different uniform from PrivatAir's usual

crew, these extra individuals are hospitality experts from the world-renowned Ecole hôtelière de Lausanne (EHL), and are onboard purely to ensure that service standards are on a par with the best hotels in the world.

These additional resources are part of a wider initiative that PrivatAir has launched in partnership with EHL, the leading hospitality school in the world (according to *The Laureate Survey 2007*), to continually improve customer service levels onboard its aircraft.

'PrivatAir is renowned worldwide for its high standards of service,' states Victor Grove, PrivatAir's Vice President Customer Service & Training. 'However, we are always striving to offer our passengers more. In the private aviation industry, it is the onboard service that can make the difference between simply having a great flight and having a great experience. This is precisely why we've developed a relationship with Ecole hôtelière de Lausanne.'

Created in 1893 by founder Jacques

Tschumi, Ecole hôtelière de Lausanne was the world's first hotel school. Today, it is a non-profit foundation, recognised throughout the world as a model of excellence in hospitality management education. Its accredited university-level programmes are designed to serve the needs of the most demanding elements of today's and tomorrow's international hospitality industry, offering science and arts modules as diverse as corporate and finance, development and management of restaurant concepts, interior design, housekeeping and beverage knowledge and service, to full-scale bachelors and masters degree courses.

For several years now, as part of their mandatory training, all PrivatAir crew members have attended a specifically-designed three-day hospitality course, hosted by Ecole hôtelière de Lausanne. This keeps crews up-to-date with key elements of their role, such as nutrition, table service, menu planning, hygiene and safety as well as improving their beverage knowledge and cultural awareness. Moreover, this training has been instrumental in ensuring that levels of service remain amongst the highest in the world.

Six months ago, PrivatAir further demonstrated its commitment to continuously improving standards by enlisting the talents of six outstanding Ecole hôtelière de Lausanne students during their first-year internship. Following their flight induction and training, the students have been working as additional crew members across both PrivatAir's charter flights and the scheduled airline services it operates on behalf of Swiss International Airlines and KLM.

'It's a fantastic demonstration of how dual-branding can really work,' comments Victor Grove. 'Our own cabin crew learn from the additional expertise that the students bring to the flight. Ecole hôtelière de Lausanne profits from being able to offer such a unique service opportunity to its students. Most importantly, our passengers benefit from the best onboard service standards the industry has to offer.'

With their six-month internship coming to an end in December, some of the students have deferred the completion of their studies to enable them to continue working with PrivatAir until summer 2008. In addition, the company is hoping to include further students from Ecole hôtelière de Lausanne in its flight-training programmes on an ongoing basis. So PrivatAir's passengers are likely to see much more of these hospitality specialists on their flights in the future. ■

## PrivatAir and Private Label create luxurious charter travel solutions

A new partnership will cater to the needs of wealthy yet time-starved American clients

**P**EOPLE'S LIVES ARE busier than ever. This is especially true for PrivatAir's clients, whose international lifestyles and working routines often mean that time spent with family and friends is often, by necessity, quality rather than quantity time. When it comes to holiday planning, extended weekends and short breaks, complete with activities and entertainment, are gradually replacing longer trips as the regular mode of escape.

In response to this growing trend, PrivatAir has developed a partnership with Missouri-based Private Label Luxury Air Charters and Tours. A specialist in the charter of large-cabin aircraft and provider of luxury holiday itinerary planning services, Private Label serves as an intermediary broker in chartering PrivatAir's European-based Boeing 757 and Boeing 767 to clients based in the USA, Canada and Mexico.

'The demand for large-cabin private charter is really taking off in North America,' says David Drier, president and owner of Private Label. 'Chartering these aircraft for a trip of two weeks or more is a customary activity for some affluent individuals as they seek to explore different destinations within a set timeframe on a specifically-designed itinerary.'

'However, there has also been significant recent growth in large-cabin weekend and short-break charter. As opposed to more traditional jet charter, where a small group travel together for a weekend on a light or medium-sized jet, it is now increasingly popular for larger groups of friends and family members to travel in luxury and style. For this, they require larger aircraft.'

Private Label can cater to almost any client requirement, from simply negotiating the charter of the aircraft to full-service,

detailed itinerary planning for trips lasting between two days and three weeks. This includes the organisation of every aspect, from the menus and wines served onboard the aircraft to destination details such as accommodation arrangements, luxury transfers, sightseeing tours, exclusive events and even providing a dedicated tour leader to accompany the passengers if required.

'PrivatAir is thrilled to have the services of Private Label Luxury Air Charters and Tours onboard,' said PrivatAir CEO Greg Thomas. 'The North American private charter market is the largest in the world, but demand for large-cabin aircraft currently outstrips availability. PrivatAir's Boeing 757 and 767 are two of the most luxurious aircraft available and, coupled with Private Label's wealth of experience in the exclusive travel market, I have no doubt the service offered will be second to none.'

For more information on chartering with Private Label Luxury Air Charters and Tours, contact David Drier on +01 314 600 8384 or email [ddrier@privatelabelcharters.com](mailto:ddrier@privatelabelcharters.com).





Above: Club Med's La Plantation d'Albion, Mauritius. Left: travel on the Eastern Orient Express and Hong Kong, two of the destinations on Exklusiv Reisen's world tour

# Luxury alliances

PrivatAir has joined forces with Exklusiv Reisen and Club Med to create some very special forthcoming travel experiences

## Exklusiv Reisen announces 2008 world tour

For many years, PrivatAir has been privileged to work with Swiss-based luxury tour operator Exklusiv Reisen, providing the company with aircraft to charter its customers to some of the most beautiful parts of the world. In November 2008, PrivatAir will welcome aboard Exklusiv Reisen's guests for its next world tour – the first on PrivatAir's new VIP-configured Boeing 767.

Visiting eight countries in just three weeks, the trip will leave from Basel, Switzerland, and will visit Belo Horizonte (Brazil) and Punta Arenas (Chile), stopping at both Easter Island and Tahiti in the middle of the Pacific Ocean, before heading on to Hong Kong, Bangkok (Thailand), Penang (Malaysia) and finally Jaipur (India).

Highlights of the trip will include Torres Del Paine National Park in Patagonia, the UNESCO World Heritage Site of Belo Horizonte, Easter Island's Moai heritage and Sariska National Park in Rajasthan. It also includes an unforgettable two-day scenic train journey through Thailand and Malaysia on the opulent Eastern and Oriental Express.

Accommodation en route will rank among the best in the world, combining five-star hotels, luxury lodges and elegant spa resorts. While guests are on board, PrivatAir's experienced crew will offer first-class service, ensuring that all passengers arrive at each new destination refreshed, revitalised and ready to experience some of the most exciting places the world has to offer.

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## Club Med's new luxury resort

Summer 2007 saw Club Med launch its most exclusive resort ever. The result of a €50m investment, La Plantation d'Albion, which is located on the unspoilt west coast of Mauritius, is now Club Med's flagship resort, setting new standards of luxury and elegance for the Club Med brand.

Designed by internationally renowned architect Marc Hertrich and set in 21 hectares of stunning grounds, La Plantation d'Albion boasts 266 rooms, including 30 suites, each of

which features a private garden overlooking the sea as well as an open-air bathroom.

La Plantation d'Albion also offers an entirely new concept for Club Med: an additional 40 secluded yet luxurious villas located nearby, each with its own private swimming pool, which are sold outright to individuals. Residents of these properties can take full advantage of all the facilities available at the resort, making the villas an attractive option for regular visitors to the island.

Offering its guests the ultimate luxury travel experience, Club Med has collaborated with PrivatAir to create an exceptional travel package from Geneva, Switzerland, to Mauritius. During the New Year holiday 2008/2009, PrivatAir will be delighted to welcome up to 50 guests aboard its VIP-configured Boeing 767, flying them first-class to La Plantation d'Albion in Mauritius. What better way is there to welcome in the New Year than on an island paradise in the middle of the Indian Ocean? ■

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