

Why Our Company Utilizes Business Aviation

The people and companies that rely on business airplanes know that they are a highly valued strategic asset, especially in an unforgiving economic climate. However, those outside the business aviation community are often unaware of the benefits an airplane provides.

Before a flight, NBAA Members can use this checklist to review the reasons the airplane makes sense for the company. On the reverse side of this document are some potential messages about why the airplane is the best option for the day's mission.

A pre-flight review of both checklists might be useful in the event that reporters with news media organizations or other individuals approach company officials about the airplane in the course of the mission.

- Competitive edge in serving customers.** A company with a business airplane can quickly reach customers if a product requires repairs or replacement.
- Reach multiple destinations quickly and efficiently.** Companies needing to fly to several locations in a single day often rely on business aviation, because that type of mission could be difficult or impossible to complete on the airlines or by driving or taking a train.
- Turn travel time into productive work time.** Business aviation is a productivity tool – when traveling aboard business aircraft, employees can meet, plan and work en route, and also remain in communication with the home office. Business aviation also allows employees to discuss proprietary information in a secure environment, without fear of eavesdropping.
- Ensure scheduling flexibility.** In today's business environment, companies need to move quickly and respond to changing demands and circumstances. Unfortunately, 25 percent of airline flights are delayed, 3 percent are canceled entirely, and problems for travelers are compounded when connections between delayed and canceled flights are involved.
- Move sensitive equipment.** Companies often need to quickly transport sensitive or critical equipment that won't fit in an airliner's overhead bin and can't be checked in at an airport or shipped as cargo. Business aviation is often the best solution for rapid transit of the equipment.
- Transport teams of employees.** Companies often send teams of employees to a given destination because it is the most cost-effective means of transport. NBAA surveys have shown that 72 percent of passengers aboard business airplanes are non-executive employees and the CEO is aboard the plane only 15 percent of the time.
- Efficiently fly to and from locations with limited or no airline service.** Business aviation serves 5,000 communities versus the 500 airports served by the airlines. This means business aviation can allow companies to locate plants or facilities in small towns or rural communities with little or no airline service. Nearly 100 communities have lost airline service in the past year, meaning that business aviation is often the only option for reaching those locations.

Why Our Company Is Using Business Aviation for This Trip

Checklist

- We absolutely cannot risk a cancellation of the flight.

- Today's trip is to a remote location, rural area or small town with little or no airline service.

- We need to prepare a major presentation/get work done aboard the flight.

- We'll be discussing proprietary information aboard the flight.

- Our mission includes stops at multiple sites.

- We've run the numbers on this trip, and we can complete the mission at lower cost with business aviation than we could using the airlines.

- We need to allow for possible changes to our travel itinerary.

- We're carrying parts/equipment that can't be carried on the airlines or shipped as cargo.

- Today's business trip is being combined with a humanitarian mission.



Photo by Morgan Anderson Photography

NBAA Resources to Help You Quantify Your Airplane's Value

- » No Plane No Gain Web Site
- » TravelSense
- » NBAA Webinars
- » *Business Aviation Insider*
- » NBAA Media Q&A

To request these and other resources, call (800) FYI-NBAA, or visit www.nbaa.org and www.noplanenogain.org.