

# WHAT MILLENNIALS THINK ABOUT BUSINESS AVIATION

Flying is easy to understand. Airplanes, helicopters, even hang gliding and drones. But what is Business Aviation?

It may sound obvious, particularly for those who deal with Business Aviation on a regular basis. Yet it is not always so clear for Millennials, most of whom have no experience with this sort of flying. Our survey asked young people what they understood by the term Business Aviation, and what its advantages might be. The results were revealing, showing a partial understanding of the concept of Business Aviation. They also showed that young people value the time and efficiency of Business Aviation over other factors.

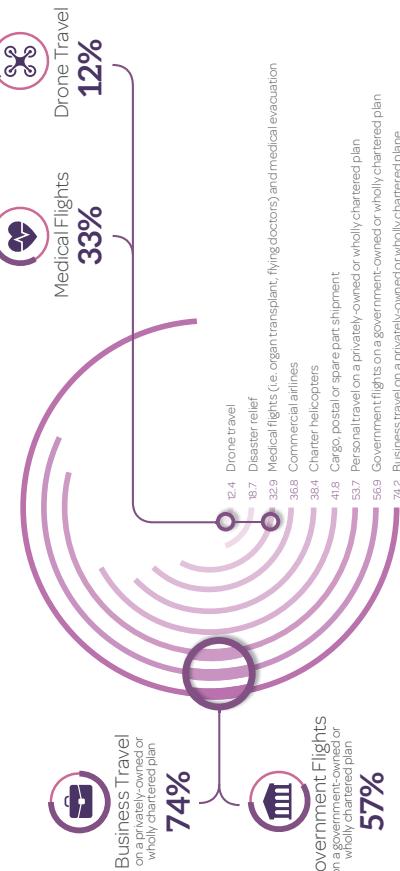
## THEY UNDERSTAND THE CORE OF THE BUSINESS AVIATION INDUSTRY

The first part of the survey looked at perceptions of the Business Aviation industry in relation to the services provided and associated benefits. Almost three-quarters of Millennials recognised that it covers business travel on a privately owned or wholly chartered plane; three-fifths knew that it includes government flights on a government-owned or wholly chartered plane; and more than half correctly acknowledged that personal travel on a privately-owned or wholly chartered plane falls under the umbrella of Business Aviation. This shows that they understand the basics of Business Aviation: unscheduled, non-military flights.

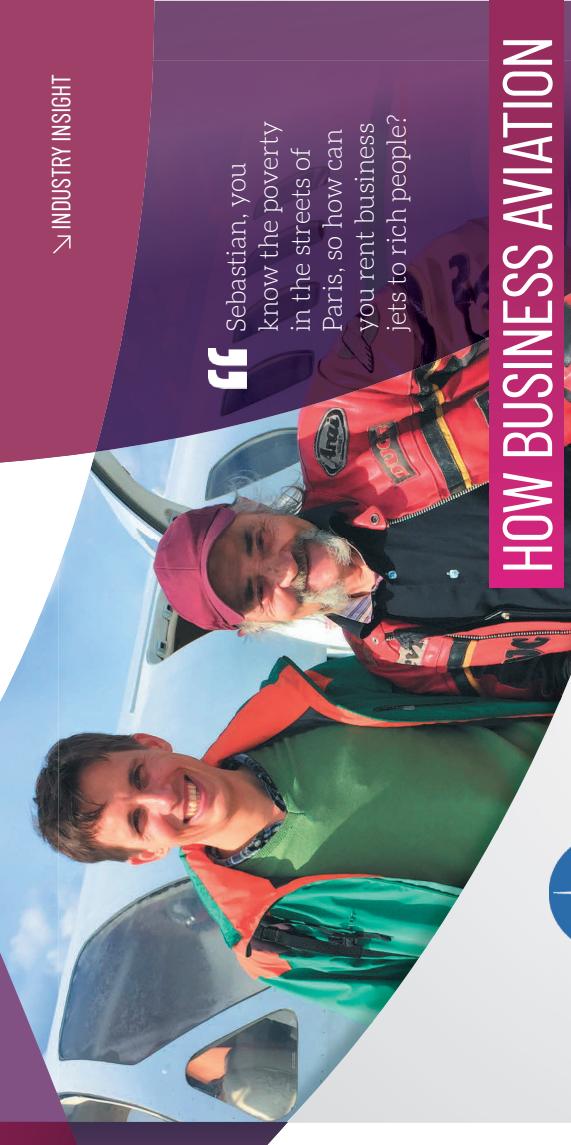
## BUSINESS AVIATION IS MUCH MORE THAN THAT

By contrast, Millennials were largely unaware of Business Aviation's role in other areas. Less than a third (32.95%) knew that the industry provides flights for the medical sector. Two-fifths (41.85%) understood business aircraft are used for cargo, postal or spare part shipments, which was just above the figure (38.4%) who knew that the industry includes charter helicopters. And less than one-fifth (18.7%) recognised Business Aviation's pivotal role in disaster relief. Finally, as the era of drone travel emerges, only 12.4% of Millennials classify it as Business Aviation. There were no noticeable differences in responses when broken down by gender or place of residence.

## WHICH OF THE FOLLOWING DO YOU BELIEVE ARE CLASSIFIED AS BUSINESS AVIATION?



While Millennials are able to grasp the main concept of Business Aviation, they overlook much of what the sector does. Most don't see corporate helicopters as a form of Business Aviation. They underestimate the industry's role in providing flights for the medical sector. They tend to ignore how it helps in disaster relief. And they don't consider drones as part of it. This could be a question of mere language and semantics: while Business Aviation is a term that is immediately understood in the industry, it is not necessarily used much in the wider public. Whatever the reason, there is even a lack of understanding amongst STEM students with aviation backgrounds of what Business Aviation is, and the range of services that it offers.



## HOW BUSINESS AVIATION CAN HELP THE DISADVANTAGED



VIP BUSINESS JET SERVICES

By Sébastien Dequeine,  
CEO of Jet Solidaire



Young people joining the jobs market today have different expectations to previous generations.

other things to help former homeless people. It is the first social business agency in Business Aviation in Europe offering private jet charters combined with projects to help poor people. It also recommends the use of cleaner airplanes and the offset of carbon emissions.

In addition, Jet Solidaire is committed to giving 25% of its profits to charitable works. Our official solidarity partners are Fondation Caritas France, Fondation GoodPlanet, Fondation Les Avions du Bonheur and Aviation Sans Frontières (Aviation Without Borders). We are fully recognised as a social business by MakeSense and Entrepreneurs d'Avenir. On the environmental front, Jet Solidaire has been awarded 'Entrepreneur v'ert' for its commitments.

At Jet Solidaire, it is impossible to charter a business aircraft without speaking about solidarity. It is our mission. We believe that Business Aviation is not only compatible with good causes, but it is a powerful enabler of humanitarian actions.

For more information:  
[www.jetsolidaire.com](http://www.jetsolidaire.com)

I created Jet Solidaire (jet-solidarity) in March 2015 to use Business Aviation in a different way, among