



# LUFTHANSA PRIVATE JET SERVICE

*NZCT talks to Anton Musin from Lufthansa about the huge rise in private jet charters from NZ-based clients*

**NZCT:** Anton, what is your feeling about the New Zealand Corporate Travel market?

**AM:** It's coming back. It really comes down to public perception about flying business class or economy. But corporations are realising it's time to get face to face again with their European clients. But it is not going to be a sudden reversal of fortunes – it won't flip back as suddenly as the recession started – it will be a long-term recovery. The days of flying whole teams over to Europe for trade shows may be over forever. Corporations have learnt lots of lessons in the last year.

**NZCT:** How are sales of Lufthansa private jet services in New Zealand at this time?

**AM:** Well quite frankly this is the 'story of the century'. Even though we are the furthest market away from Europe and one of the smallest – out of 300 sales offices worldwide – New Zealand is number one globally.

We are very proud of this achievement. It takes a huge amount of work, it's quite something. Our results are mainly network based with totally random referrals being followed up. For example, I recently flew to Europe to a meeting in the middle of nowhere, where I got just half an hour to present our case.

It's a long way to go for business, but it is about being in the right place at the right time.

**NZCT:** Is there much competition in Europe?

**AM:** There is lots and lots of competition, from one-man bands, pilots who own the plane and charter it out, through to NetJets (owned by Warren Buffet).

In fact the competition is intense. That's why we are so proud of our achievements here.

**NZCT:** So what are the advantages of flying Lufthansa jet services for NZ clients?

**AM:** We have a huge competitive edge. Number one, Lufthansa has a totally transparent zone-based pricing system, which means that we offer a fixed price structure from A to B.

So you get charged a fixed price regardless of air traffic control delays, weather delays, etc. There are no repositioning costs, no waiting costs – try that with another service, again it's all transparent pricing.

Also from 1 October we introduced new zone 0 pricing, which means that say your flight is 344 nautical miles (nm), you are no longer charged for 400nm – it now goes up in 50nm zones.

**NZCT:** Approximately how much does each zone cost?

**AM:** For our smaller jets (CJ3s) it is about 6900 euros – which when divided by seven passengers works out to be quite competitive. If you add in the fact that each passenger earns a minimum of 10,000 frequent flyer points in our Miles and More programme (which no other private jet service can match).

The more the you fly with us, the more competitive we become. To give you an idea, we have a handful of NZ-based clients use Lufthansa jet services 15–20 times a year (amazing but true). That earns them enough points to fly from Auckland to Europe first class, and have enough left over to give their staff business-class flights for incentives, etc.

Other jet charter companies just don't have a global network like we have. Frequent flyers can also upgrade from a small jet to a larger plane using a combination of cash and their Miles and More points.

Another very important factor is safety. After 5 years in operation, most of our jets have been purchased in the last year. So most of them are less than 12 months old and all are serviced by Lufthansa Technik – one of the world's best maintenance companies. At this level of high-end customers, reputation is everything.

Another advantage is that an event manager will be available as your personal contact from the moment you book your flight. They will ensure that your requirements are met efficiently and that your journey is smooth and trouble-free, even if last minute changes are required. If you are combining a private jet flight with a Lufthansa or SWISS intercontinental flight, your event manager will ensure a seamless journey. You don't have to call three or four services. We take care of everything.





Onboard you can enjoy a selection of your favourite food and beverages, served by your specially trained flight attendant. What's more, there's an entertainment programme with the latest cinema releases in up to 12 languages, a selection of current daily newspapers and magazines. On the ground too, individual service is provided for security and identity checks. You can also use the Lufthansa or SWISS First Class facilities or our partners' high-quality lounges at any time.

**NZCT: If you need to travel somewhere else from Europe by private jet, can you assist?**

**AM:** Of course. We have affiliates DC Aviation in Germany and Jet Alliance based in Austria, who have a private A319 capable of seating 48 passengers – in fact I have sold a sector on that jet again to a NZ client.

**NZCT: Can you explain your limo service available to clients?**

**AM:** We pick up and drop off all our clients within a 60-kilometre range as part of the package – we use Sixt Limos, who operate S class Mercedes or for a surcharge they can provide the latest Maybachs.

**NZCT: Finally, please describe your typical New Zealand client.**

**AM:** Well, they are not short of cash, they spend six months of the year in Europe and they have several properties throughout the continent and they use our jets to go to various events all over Europe, whether it is skiing or sporting or cultural events and of course business.

There are customers that will rent a villa with their family for 1–3 months and use the jets for family trips. And as discussed, there are clients who will use our services 1–2 times a month for both business and pleasure. In the future we plan to broaden our customer base with the introduction of our new Challenger in 2010. The future is looking very good indeed.

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