

# Private Jet Lifestyle

A dedicated blog to the Private Jet enthusiast and Luxuries around the world.

## Monday, January 28, 2008

### [Spotlight on Doug Gollan, Elite Traveler Magazine](#)



Douglas Gollan, President & Editor-in-Chief, Elite Traveler Magazine, Universal Media

Recently I had the honor of interviewing Elite traveler Magazine President & Editor-in-Chief Doug Gollan. The magazine Elite Traveler, is a luxury lifestyle magazine distributed aboard private jets in over 90 countries to target the wealthiest travelers through distribution via private jets, mega-yachts, first class lounges, pro sports team training facilities, VIP limousines and five-star hotel suites. The magazine by far is one of the most pristine paper products I have ever seen. Also, be on the lookout as this publication gears up to be seen on Apples new iPhone.

Private jet lovers, here is Doug Gollan

Q.

Doug, what was the vision behind the Elite Traveler Magazine, and what's the future?

A.

The background of my partners and myself was in Business-to-Business publishing where the objective is to deliver a targeted audience for advertisers. For example, we had a trade publication for travel agents, so the circulation objective was to make sure bonafide travel agents received the copies of our magazine.

As we looked at the consumer publishing market, we saw via the syndicated research that the travel and lifestyle publications core audience was and is today the Mass Affluent Consumer. More than 90% of these publications readerships make Under \$400,000, so we saw a gap in that no publication was effectively targeting the Super Rich in a meaningful way.

This was back in 2000 and even then we saw the huge growth in private aviation. Using a technique called Controlled Circulation, we built up a worldwide network of distribution on to private jets and private jet terminals so that Elite Traveler was the first and only publication to be able to say its circulation was targeted to the Super Rich, the high luxury consumer for which price is no object.

Today, each issue of Elite Traveler has over 300,000 readers who have a Household Income of at least \$1 million via BPA audited circulation in over 100 countries.

I always like to say, the private jet set the Super Rich free. By having circulation in over 100 countries, we ensure our advertisers that our magazine is reaching these high spending consumers wherever in the world they happen to be at that moment, and in the ultimate luxury environment – their private jet.

With the Federal Aviation Administration projecting private jet travel will grow 300% in the next 10 years, we are in the fastest growing segment of luxury, and for advertisers, we are the only publication in the world that delivers recession resistant consumers who are in the active buying mode!

Q.

What do you enjoy the most about the Private Jet Lifestyle?

A.

The places we cover are very diverse. We are the only magazine in the world that presents interior photography of top suites at top hotels because our readers are paying five and ten thousand dollars a night to stay in beautiful hotels and resorts, but they always want to see what is new and renovated. Our readers don't need directions to the Eiffel Tower because they have been to Paris – our average reader makes 41 trips per year, including 11 intercontinental trips. It means we will have a story on where to spend 14 days on your mega-yacht in the Med, a luxury itinerary in Australia's outback and wine country, and the top suites at the best resorts in Hawaii. For our readers it's not a choice. They very well might do all of these in the next 90 days! It definitely keeps us busy!

Q.

If you had to choose one Private Jet, what would it be and why?

A.

I particularly like the Boeing Business Jet and Airbus Corporate Jet. As you know, these are modified versions of the Boeing 737 and Airbus A320 that in a commercial airline configuration would typically seat 150 passengers.

In a private layout, it is possible to have full bedrooms, roomy bathrooms including showers, a formal dining room table and the amenities you would typically find in a luxury residence.

Various models of these planes can fly nonstop Tokyo to New York, so they have great range. Of course, you're talking about list prices of about \$50 million before you even start decorating!

Q.

What is the one thing you would say that all jet setters and private jet enthusiasts have in common?

A.

We call it the private jet lifestyle, but clearly it is the ability to go where they want, when they want without having to bother about commercial airline schedules. It makes them a moving target. In fact I was in Hawaii before the holidays, and one of the managers at an FBO (private jet terminal) on the Big Island was telling me it's not unusual for families to make a quick side trip to Aspen or Vail to go skiing during their Hawaiian holiday vacation. If one had to use commercial airlines, that would be too much of a pain.

Q.

What do you think is the future of the private aviation industry, and any advice you would give people considering to charter or purchase a jet in the future?

A.

The future is very strong, and growth is not only in the U.S. but also globally. For the first time in the history of the private jet industry, half of the orders for new jets were from outside North America.

Few if any private jet travelers jump from commercial airlines to buying a jet or share in a jet.

Most get involved either through corporate private jet travel or getting a lift with a friend. Once you travel by private jet, it is virtually impossible to go back; so then one would typically charter, and then maybe look into a jet card or fractional share.

The rule of thumb is if you fly over 400 hours per year, own a jet, from 75 hours to 400 hours owns a share of a jet through a fractional share program, and below that jet cards and charters provide the best solution. Of course, about a third of private jet users have multiple solutions. For example, a husband may have a jet he uses for his company, but he also has a fractional share for his wife to use.

Q.

When was your first time on a private jet, what was it like, and how did you feel?

A.

I was coming back from a sales meeting in Florida about 15 years ago with the chairman of the magazine I was working at. It was small and bumpy, and for the first time I heard the words Teterboro, an airport that handles only private jets and serves New York. Of course, that was when the commercial airlines in the U.S. were still decent.

Q.

If there was one word that you would use to describe the private jet lifestyle, what would it be and why?

A.

Nirvana. Self-explanatory I think!

Q.

I love visiting Luxury Resorts and I'm a very discerning traveler. When you visit a Luxury resort what are the basic things you look for that ensure you that your will stay will be what you want it to be?

A.

Again, I don't and our staff doesn't look from our perspectives, since our perspective on what would make us happy is probably different from our readers. The average reader of Elite Traveler is spending over \$450,000 per year on stays at hotels, resorts and spas, and many hold parties and events at properties.

We obviously look at the top accommodations, the suites and villas. We look to ensure everything is well maintained and we look at the privacy various accommodations offer. Some readers' care about this, and some don't. We look at any special amenities are available and then pretty much go through the entire hotel or resort looking at restaurants, spa, fitness center, but specifically areas readers can host pools and parties, not only inside but outside. About two-thirds of our readers tell us they use Elite Traveler to find party and meeting locations, be it family reunions or board meetings.

Q.

Is there a favorite resort for you, and what makes it your favorite?

A.

I've always enjoyed Lanai because it is like your own private island with your own private town, but with plenty of space and lots to do be it horseback riding, taking a jeep to a deserted beach, playing golf on a championship level course or fine dining. It also has a runway long enough one can fly in directly from the U.S. mainland, and if you have a jet, you can hop over to Honolulu for some shopping or the other islands to check out the Aloha lifestyle.

Q.

Any words of wisdom for the private jet lovers like myself?

A.

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And of course, let me know when you have an extra seat!