



Elite Traveler's 2007 Top 5 Private Jet Trends Report

Big Jets are Getting Bigger, while Big Name Chefs are whipping up Truffles and Foies Gras at 30,000 Feet

While private jets are getting bigger, a new fleet of little jets (a.k.a very light jets) is carving out an explosive niche as the new rich man's taxi. Elite Traveler, the private jet lifestyle magazine, is tracking these and other emerging private jet travel trends of the world's super affluent. Now, the magazine reveals its latest report on the top five private jet trends in 2007 and offers a voyeuristic glimpse into the future of private flight.

"Truly, only the sky is the limit for today's elite traveler," says Douglas Gollan, president and editor-in-chief. "As big jets get even bigger, big names in everything from interiors to cuisine will play a role."

Elite Traveler's Top Five Private Jet Trends to watch in 2007 are:

1. The Rich Man's Taxi -- Very light jets will change the way the wealthy travel as they hop from their luxury villa to a nearby city for dinner and then are back by midnight. "Very light jets are the car service of the future," says Gollan.
2. Bigger Really is Better -- Private jets are getting bigger as individuals place orders for jets the size of a 737 and even larger. On board, stand-up bars, media rooms, sound-proof game rooms for kids and master bedrooms replace old-fashioned first class seating. "Customization is key," says Gollan. "We're going to see everyone getting involved -- from architects to high-end designers like Versace -- in order to give private jet travelers what they want for their penthouse in the sky."
3. Private Jet Palates -- Pre-packaged meals have given way to haute dining at high altitudes. Wolfgang Puck, David Bouley and David Burke are among the top chefs crafting foies gras-filled menus and providing special gourmet services for private jet travelers. Some private jet companies are partnering with local top-rated restaurants, while some owners are simply opting to fly their personal chef along.
4. Super Rich Sports Fans -- Increasingly, private jet travelers will cut the line, at least the airport, when heading to sporting and major events such as Art Basel in Miami, the Super Bowl, the Olympics and the America's Cup races. More and more of the Super Rich are taking their jets to big sporting events.
5. The Uber Gift Card -- The gift of private jet travel is on the rise, with more and more people buying jet cards as gifts for friends and family. "These work a lot like your debit card, deducting hours as they're used," says Gollan.

Elite Traveler (<http://www.elite-traveler.com/>), founded in 2001, has a worldwide BPA audited distribution onboard private jets and mega-yachts, through private aviation facilities, in professional sports locker rooms and exclusive clubs. Elite Traveler has a readership of over 430,000 readers per issue; its readers are wealthy and influential, with an average household income of US\$5.3 million.