





Welcome to Bartelings

For more than 5 years we have worked with our global clients on curating, promoting and operating complex itineraries to all corners of the world.

We have provided major travel brands with advice and tailored solutions to their private aircraft needs whether for groups or individuals. We've created otherwise hard to undertake itineraries and we have been able to help our clients enhance their service offering in the private air travel sector.

Our support for you starts at the point of enquiry and we won't rest until you are happy and until we have delivered an unrivalled experience.

In this booklet we provide you with the essential detail around operating an Escorted Journey by Air. It is an exciting concept which is sure to capture the imagination of, not just you, but also your clients.

Let us help you on the way and showcase the world from a different perspective. We can assist you with any aspect of an Escorted Journey by Air.

Yours sincerely,

A handwritten signature in white ink that reads "Gary".

Gary Bartelings
Founder & Managing Director



Aircraft Charter

Small or large, short or long-haul, we can source an aircraft for any group and location. The essential questions you will need to answer are:-

1. How many guests are you planning to take on this journey.
2. Where do you want to go – destinations but also airports which might be restricted.



Curate an itinerary

This is often the exciting part – the world is your oyster – still there are several things to bear in mind when you start. Time of the year, general weather patterns, time differences and duration in each destination will play a role in a trip being a success or not. The longer the trip, the longer the flight, the higher the cost.

As a rule, we often suggest a maximum of 7 different destinations and a minimum of 3 to maximize the benefits of a privately chartered aircraft.

If you are looking at longer, further away, journeys – perhaps even a Circumnavigation of the World consider the best flying direction. Heading West is the best way to maximize travel time and experiencing destinations.



Curate an itinerary

We have categorized our journey suggestions under the header **Exploreath** we have created several journey styles which might fit your plans. However, we don't do off the shelf - we offer custom-made all the way. Our collection has been created to inspire you, not to restrict you. So, take off the shackles and let your creative juices flow, want to brainstorm together? You only have to ask!

Bitesize | Shorter duration, often smaller groups

Experiencearth | Focused on a Country, a Continent or a theme

Circlearth | Circumnavigating the Globe

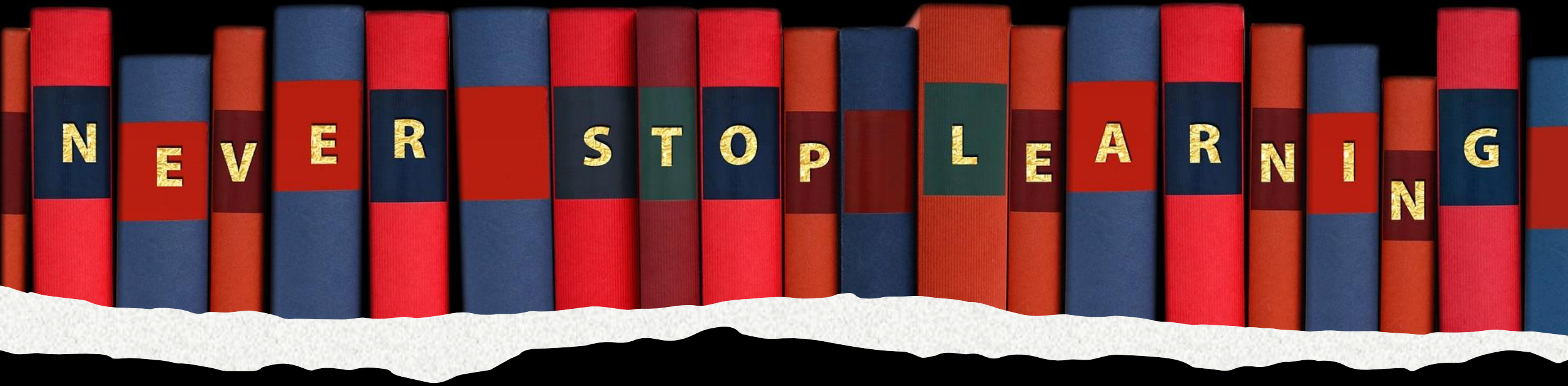
Let's discuss the myriad of options together.

marketing strategy

Marketing & PR

Targeted marketing with a compelling message is critical to be successful. Whereas the term “luxury” is often used to describe Escorted Journeys by Air and the glamour of a private jet can easily seduce a would-be traveler some of the key messaging should include:-

1. Convenience | direct flight schedules
2. Access | the ability to visit harder to reach destinations



Training your team

Once we have the product it is time to ensure that those who are liaising with your clients are trained on all aspects of the journey you are about to launch. Our team is well conversed in each aspect of the concept of Escorted Journeys by Air and can provide a detailed training presentation including a Q&A session, questions like:-

Dietary requirements | What to wear | Luggage Allowance | Seating Policy
Currency | Weather | Room Upgrades | The list goes on.....



Operational Preparation

You should visit ALL destinations on the journey prior to operation and meet with DMC's, hotels and other suppliers.

Meet with Custom and Immigration Authorities to ensure a seamless arrival and departure process.

Recruit and brief a Tour Management Team.



Your aircraft, your brand

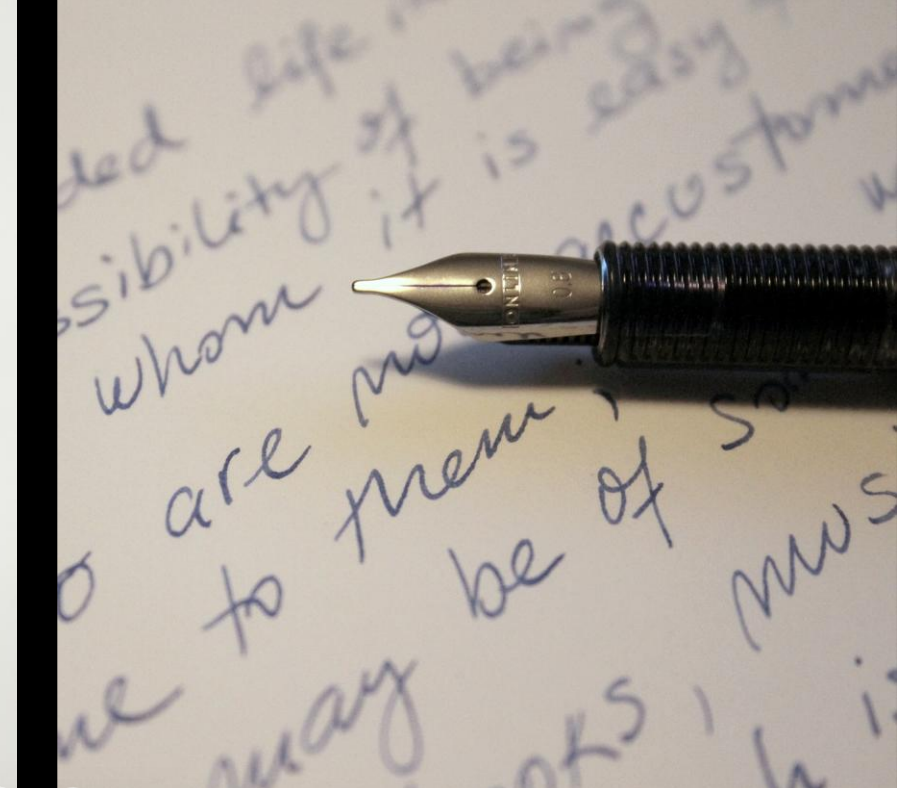
There are fantastic opportunities to “own” the brand of the experience by “personalizing” the journey, including:-

- Aircraft branding, inside and out
- Catering choices
- Inflight entertainment system
- Special cocktail
- Uniforms

...and much more, talk to us about your requirements.

Travelling on a privately chartered aircraft is a unique way to travel. The aircraft becomes a “home away from home” and the crew, the same after each stop, are also travelling companions.



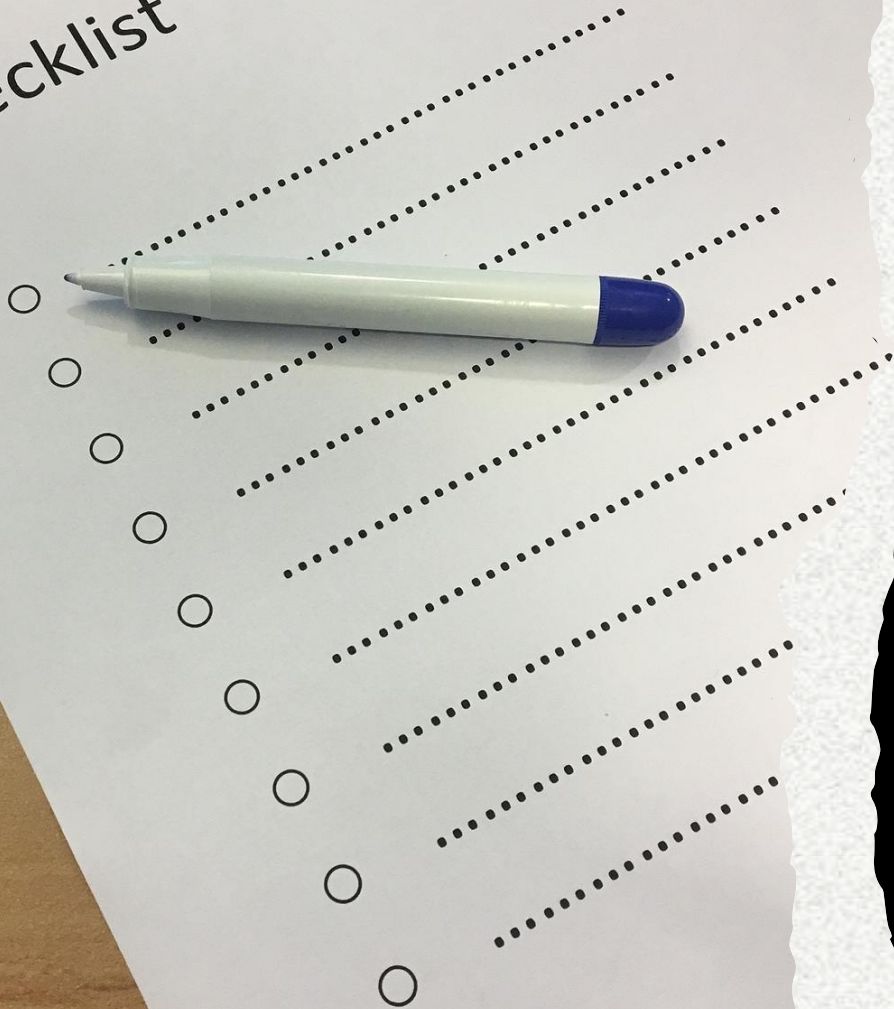


Record the experience

We can provide a photographer, a videographer as well as a writer/blogger to ensure the journey is recorded. Whether you would like to use imagery for a future brochure or website, have short clips on social media or have a compelling narrative to excite future travelers we can assist.

Furthermore, a specially designed photo album will be a lasting memory of an unforgettable trip as well as a showcase of an incredible experience.

Checklist



Your Escorted Journeys *by* Air checklist

- ✓ Curate an appealing as well as deliverable journey, consider weather and time differences.
- ✓ Consider group size and duration and source an aircraft which meets these requirements best.
- ✓ A premium product is a considerate purchase and requires a reasonable lead-in time.
- ✓ Ensure your local operators can handle the complexities of an Escorted Journey by Air.
- ✓ Undertake recces to ALL destinations on a planned journey to meet with DMC's, hotels, Customs and Immigration authorities.
- ✓ Plan your promotional activities, bearing in mind the key is to secure early bookings.
- ✓ Arrange for detailed staff training, consider a dedicated team to handle enquiries.
- ✓ Source and assign a Tour Management team, including a logistics Manager and a Doctor (recommended for remote destinations)
- ✓ Plan catering, on-board marketing and service delivery.



Here to provide a helping hand

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We can assist you with every aspect of an Escorted Journey by Air.