



GLOBEAIR ADOPTS THE CLIMATE JET CLUB CONCEPT

News / Business aviation



The Climate Jet Club and GlobeAir are launching an innovative Jet Card Program. With private jet charters rising in demand across the globe and especially in Europe, Austrian-based operator of Cessna Citation Mustang business jets GlobeAir has decided to adopt the Climate Jet Card Concept to its Jet Card offering. GlobeAir is the leading European air taxi service and, as such, caters mainly to businesspeople and sports and entertainment celebrities who need to travel quickly and seamlessly to often remote locations.

It is precisely this clientele that the Climate Jet Club targets: community leaders who are conscious of their eco-responsibility and want to set an example. The Climate Jet Club Membership, which has been rebranded #DreamTeam for Climate JetClub, is already available exclusively with GlobeAir.

Frequent flyers can choose between carbon compensation, methane capture and carbon capture, a unique feature. They will be entitled to use the Club's logo on their marketing material. The GlobeAir Climate JetCard Program will also allow perks to Members such as waiving specific fees, better cancellation policies and guaranteed availability. The service will be handled from Geneva by Charles Hergott, inceptor of the Club since August 2021.

Jonathan Berdoz, VP Sales at GlobeAir, commented: "Charles Hergott showed me his idea in September 2021, just as the flight activity was restarting, and I thought it was a great idea. Charles came to Linz in February, we signed an agreement during EBACE in May, and after finalizing our common message and marketing strategy, we are pleased to be able to propose this to our preferred customers finally".

There are more than 200 jet card programs throughout the industry, and the Climate JetCard is the only one designed to focus on awareness. It is also the only one which, because of a carbon-based accounting method, allows for different aircraft types and worldwide coverage without additional fees.



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