



The airlines are not the only way, here is the *better* way!

What sets **North Dallas Aviation** apart from our competition is the relationship our aviation specialists have with our clients. Our aviation specialists are professionals that work for you. North Dallas Aviation has the experience and expertise to provide our clients with the best the charter travel industry has to offer.

It is our job to know every detail of what our clients want before, during, and after their flight with us -- from the food they enjoy, to the kind of aircraft they prefer and everything in between. North Dallas Aviation becomes your private flight department!

FLY LIKE YOU OWN IT, PAY LIKE YOU DON'T!

The following information is provided for the individual or company that may be unfamiliar with business or private aircraft charter. It provides both specific and general information about the air charter service industry. We hope that you find it both informative and useful.

An introduction to Charter Flying...

Flying by charter differs from scheduled aviation in many ways, but from the point of view of the customer it can be summarized in three words: efficiency, privacy and flexibility. You may be a corporate travel planner trying to get eight executives from New York to Nebraska as safely and with as little downtime as possible. You may be trying to lift a critically ill patient from one hospital to another. You may be trying to move the all-star cast, crew and equipment of a block-buster film from Los Angeles to Vancouver, or you may just be trying to get your family from Dallas to Las Vegas as swiftly and comfortably as possible. Whatever your priorities, charter air travel gives you the freedom to organize the trip around your needs and your schedule.

When you fly scheduled airlines, you travel on the airline's schedule (assuming they're on time) and zigzag along their hub-and-spoke routes, connecting here, changing planes there, and sometimes doubling or tripling your travel time. Long drives to and from large commercial international airports, time spent reserving, picking up and clearing airline tickets and checking, tagging or even losing luggage drains your productivity even further. You then wait in lines with no end in sight, only to disrobe, unpack, be searched and then get dressed. You repack and regain your dignity, while finally climbing aboard an aircraft with 200 perfect strangers. A useful and private business meeting on board a commercial airliner is all but impossible, and completing work confidentially or otherwise is more than a challenge. With charter, you fly where you want, when you

want, in the plane you want, and with extra amenities you choose yourself. Increasingly more and more business and pleasure travelers are discovering the advantages of charter travel. Time is money and every wasted moment is a lost opportunity. Aircraft charter puts you in control of your schedule by placing a fleet of aircraft at your disposal anywhere you are in the world.

Choosing an Airport

Scheduled airlines use fewer than 500 airports across the country. And 80% of their flights are between only 22 of the major hubs. Charter operators use those and nearly 5,000 more, so chances are good that one is closer to your point of departure or arrival than the closest metropolitan airport—not to mention less crowded. Before you even begin to experience the convenience of flying by charter aircraft, you can make your business and personal trips simpler just by flying in and out of an airport nearer to you. You may be surprised to learn how many airports are in your own hometown or near your company's headquarters. With literally thousands more arrival and departure points available, air charter travelers can significantly reduce time getting to and from the airport.

Many of the airports available to general aviation are private, although nearly all are available for public use. They have been selected on the basis of runway length or services that may make them practical for the purpose of charter travel. North Dallas Aviation will be able to assist you in choosing an airport, since determining the suitability of the airport becomes our responsibility. General aviation terminals are designed for the comfort and convenience of a small number of travelers. They take security as seriously as big terminals, but you'll never find a line of 100 passengers waiting at a metal detector in a fixed based operator (FBO). Chances are you'll be the only person in line. You may or may not find a lounge while you wait for your flight crew to pick you up, which is not an issue, since your flight crew will be waiting on you, and will be ready to depart immediately. That's one of the greatest advantages of charter flight - you can often drive to or be dropped off right at the airplane, board and have your luggage loaded, and be airborne in minutes, not hours like the airlines.

Choosing an Aircraft

Unless you saw the entire charter fleet together, you would never imagine the range of choices you have. The number of passengers traveling with you, the nature and amount of baggage or cargo you'll be carrying, the ultimate destination of your choosing, your aircraft preferences, and budget parameters will dictate what kinds of charter aircraft are appropriate for your trip. Before you charter a trip, you can expect a charter expert with North Dallas Aviation to explore your travel needs with you. What we'd like to offer the reader is the information that an informed purchaser of charter will have considered or will need to consider.

The first question asked will be how many passengers will be making the trip and where will you be going? The number of people in your party will tell the operator what size aircraft you'll need and your location will indicate the required range. Some high-altitude

airports like Telluride, Colorado, have limited accessibility, or accessibility that changes seasonally depending on the aircraft.

Speed is another factor. Cruising speeds vary widely, but a rough speed estimate for turboprop airplanes is about 275 mph, while jets fly at speeds closer to 500 mph. With these figures in mind, it's fairly easy to conclude that an 800 mile flight from Dallas to Chicago would take three and a half hours in a turboprop aircraft, but less than two in a jet. Think about your destination and how fast you need to get there. Turboprops are normally slower than jets, but often have larger cabins for the price when compared to jets, or are able to land and take off at smaller airports than similar size jets.

You should also disclose any special type or quantity of baggage or equipment you'll be bringing along. You will be allowed to bring with you a wider variety of luggage or items than you would with a commercial flight, including animals, firearms*, skis or larger golf bags. These items will require a different configuration of aircraft space and special considerations.

(In the case of firearms, they must be unloaded and a trigger lock or disabling device installed.)*

Choosing an Operator

Many criteria apply to the selection of the right charter operator. When talking to a prospective operator, quiz them thoroughly. Charter operators, like other specialists, are sometimes guilty of obscuring conversation with jargon. Any good charter operator will appreciate the opportunity to go through a prospective itinerary with you as long as you are serious about using their service and are not simply window-shopping or web-surfing.

Credentials are important. Don't hesitate to review the operator's operating certificate, safety record and/or insurance policy. If your company has unique insurance requirements, discuss them. Several charter operators are authorized to fly with only one pilot at the controls. This can often be done both legally and safely, however if your company's insurance requires the aircraft be crewed by two pilots, you can request that. However, be aware that there may be an additional charge. Some aircraft, normally midsize and larger jets, require two pilots by design and therefore the number of crew is not optional.

Ask the operator for customer references. Once you get them, use them. Call these customers and ask them questions about their business dealings with the operator. You should be able to get a quick sense of whether or not they are happy with the services that they have been provided. Of course, as we mentioned, sometimes the reason people choose private charter is to maintain their privacy, so do not expect a list of all of the operator's clients.

Pricing & Payment

The expense of air charter must be evaluated against the trip at hand. How many passengers are going, and how does the cost compare to other forms of travel? What are the savings in time, lodging, ground transportation, and gained business opportunity? Air charter can bring all the advantages air travel is supposed to offer, rapid transportation with real convenience and service. When you really have to be somewhere in a hurry, it is worth every penny.

Aircraft are usually chartered by the hour, with rates varying according to many factors. Hourly rates are figured against the time an aircraft is actually in the air. A strong tailwind, therefore, will lower the cost. Air traffic delays, holding patterns and en route deviations will increase it. Some operators and brokers, however, will charge a fixed price for a trip, and will not change, regardless of your actual flight time. Be sure to understand which method your charter professional will be using to quote and invoice you.

Most unit pricing charges (hourly or distance based) relate to an operator's actual hourly expenses—aircraft lease, fuel, maintenance, crew wages, and their profit margin. Prices guaranteed in advance are like any other lump sum agreement: a bet on the part of the vendor that he can do the job within the sum quoted and still make some money. To the extent that the market will bear, a prudent operator will charge extra to give himself some margin. However, if you are willing to share the bet and accept their unit price terms, you may share the savings if the trip is quicker than expected. Or you may pay more if the trip is longer.

Surcharges

While many charter operators include all surcharges in their base price, some bill other aspects of the trip as extra charges. These can include handling fees (landing and takeoffs), ramp (parking) fees, waiting time, overnight charges, crew expenses, catering, de-icing, pre-heating of cabin and/or engines, hangar storage, and federal and state taxes.

Landing and ramp fees are regarded as pass-along expenses to the customer. The fees vary widely. Though usually quite reasonable (it costs more to park a car in Manhattan than to land and park a Lear Jet at the average airport), however the expense to land at major metropolitan airports can more expensive.

Terms of Payment

Terms of payment are of great concern to the operator. Because of the high expense of a single trip, one unpaid for trip might erase a substantial portion of a year's profit. The operator has provided a service that cannot be returned.

Often, and this applies to charter brokers as well as operators, a 15-20% deposit is required of a new customer, or some other surety of payment. Less frequently an operator may ask as much as 100%, or complete payment in advance for the trip. Variables that influence payment terms might include the operator's cash position, the trip cost, their feeling about the account, and the time available for a reasonable credit history

to be verified. Usually there is no time, so the operator is back to trusting instincts or asking for payment in advance.

Whether it is a last minute, complicated or short trip, make certain you understand every line item of the quote you receive from the operator or broker and that the payment terms are clear.

At North Dallas Aviation, we usually do not charge a deposit to secure your booking however a credit card may be required to initially hold the trip and prior to building a relationship as a known customer in lieu of a deposit or prepayment.

Catering

Catered meals are the most common amenity on-board flights of more than an hour. Some of the better-equipped and larger jets can accommodate on-board cooking. Aircraft smaller than ten-seat capacity are not equipped to handle this. Advance coordination of this service will be necessary for anything much more complicated than drinks and pretzels or coffee and doughnuts. But you "own" the aircraft while you have it, so you are entitled to request something special. The companies that provide the catering service are capable of almost anything from pizza to imported caviar, however because catering is "on demand" and requires considerable overhead for 24 hour availability – it is usually more expensive than one would normally expect. You can generally expect pricing similar to what "room service" would be in a nice hotel.

North Dallas Aviation can accommodate almost any request, and simple snack foods and cold drinks/sodas are standard and included with the charter flight.

An operator or broker can help you to coordinate with a knowledgeable in-flight caterer, who can provide a meal of the highest taste and quality safely. Make sure that they are aware of any dietary restrictions. If you're picking up food from your favorite restaurant, let them know if you won't be eating the food right away so the chef can plan and package your meal appropriately. North Dallas Aviation can usually handle all of this for you, on request.

North Dallas Aviation can also supply the services of event planners. If your family or business party is traveling around a holiday or celebratory event, ask your caterer for some ways to make the trip part of the festivities. Birthday cakes, holiday decorations and special activities can all be ordered ahead and ready for your trip. With some creative planning, your holiday celebration doesn't start when you get to your destination, but as soon as you step on-board your charter flight.

Ground Transportation

On the arrival end of your trip, if you're flying into an unfamiliar or new airport, give some thought to ground transportation. "I'll meet you at the airport" is often a welcome gesture from the host in your destination city, and is probably the best solution when you're arriving at a new airport. If that isn't possible, most towns have a taxi service, but you probably won't find a line of yellow cabs waiting for the crowd at the airport. There

isn't a crowd—that's the point. If one taxi will do the trick, a simple advance call from the air can usually coordinate a timely hand-off on the ground. A radio call from the air can save you time on the ground.

The larger national limousine services have central reservation numbers, and like charter aircraft, they too can be positioned for the job. If you're traveling as a group, a limo might be best way to make a luxurious virtue of necessity and get everyone to the final destination in one vehicle. At metropolitan airports, the major national car rental companies usually provide shuttle services between general aviation terminals and the main car rental facility. Often your FBO (Fixed Base Operator – which often serves as the “terminal” at smaller general aviation airports) can have cars brought to the terminal, but you should try to make your request in advance and coordinate it through your operator.

North Dallas Aviation will, at your request, handle all of the required ground transportation and reservations for all your desired amenities, including your hotel or resort arrangements if requested. Your plane will arrive at an airport nearest your destination, and the shuttle or rental car will be waiting for you. Due to the nature of General Aviation Airports, your rental car is often waiting for you right at the plane. You step off the plane and into a waiting vehicle, keys in the ignition, air conditioner / heater running, while all your baggage is loaded into the trunk by your personal charter flight crew. And yes, you have now – arrived!

Ready to go, your aircraft is waiting?



Are pictures worth a thousand words?

Their (the airline's) passenger lounge...



Your passenger lounge (very common in executive charter)...



Their (the airline's) passenger seating...



Your seating...

