



Industry peers increasingly ask us how we, the recognised voice of the British business and general aviation sector, are responding to acts of trespass / vandalism of executive jets. Just last month one prominent activist, fresh from spraying orange paint over Stone Henge, Wiltshire’s iconic monument, cut through a security fence at London Stansted Airport, entered a private aviation terminal and did the same to two, privately owned, visiting business jets. The answer is – we are telling our own story with the launch of our UK specific Did you Know? campaign. We are kicking it off with a series of 20 contemporary short videos from around the UK. You can find them under the hashtag #Bizavenables.

Each business aircraft landing in the UK (Europe’s second biggest market behind France), supports an average 100 jobs – pilots; customer service representatives at FBOs; refuellers; aircraft cleaners; inflight catering companies; concierge; hotel staff (many of our FBOs have adjacent hotels); trip planners; etc. As for clientele flying, they are diverse and invariably on a strict schedule. They may not be playing to 90,000 fans at Wembley Stadium, but they may well be opening a business in the UK, visiting a remote facility or closing an important deal.

They will have turned to charter because their local airport no longer offers a scheduled alternative. Business aviation is discretionary, but always reliable.

“As Europe’s largest national business aviation association it is important that we build our own narrative and we are therefore pleased to have started this new campaign. Our members are innovative and increasingly environmentally conscious. We want to highlight how they are making a difference,” said Lindsey Oliver.

Produced by GearupMedia, in conjunction with a viral social video specialist agency, these vertical videos are being rolled out on the major social media platforms - Instagram, LinkedIn, TikTok and YouTube. They can also be viewed here: https://bbga.aero/bbga_links/

We are also canvassing our members with new #Bizavenables LinkedIn and X platforms, inviting them to share their sustainability, innovation stories; how they are effectively recruiting new employees into aviation to highlight how we continue to lead by example.

ARTICLE LINK:

<https://50skyshades.com/index.php/news/business-aviation/bbga-responds-to-activists-with-its-own-narrative-launches-did-you-know-campaign>