

BLISS JET TO OFFER INDIVIDUALLY TICKETED NEW YORK-LONDON STANSTED FLIGHTS BY BUSINESS JET

News / Airports / Routes, Business aviation



Bliss Jet, a brand new indirect air carrier, is preparing to launch a bespoke, individually ticketed seat service by business jet between London Stansted and New York's LaGuardia Airport this Spring.

With 800,000 first and business class seats offered by airlines between London and New York each year, the route is one of the most robust in the world. Now, for \$11,995 each way – a fare comparable with legacy airlines' first class, Bliss Jet services will operate out of discreet private terminals. Discounted fares for passengers booking in advance or purchasing multiple seats will also be available.

Bliss Jet will offer a maximum of 10 seats on board large-cabin, long-range Gulfstream G450 and G550 business jets between the two cities. The jets will be flown by established US charter operators, including White Cloud Charter LLC and Jet Access Aviation, between Sheltair Aviation's fixed-base operation (FBO) at LaGuardia Airport and Inflight Jet Centre's award winning VIP terminal at London Stansted.

Regular services are being timed to get passengers into their city hotel rooms, or back home by midnight local time.

On Sundays, Bliss Jet will depart New York LaGuardia at 11:00 am to reach London Stansted at 22:30, while on Thursdays, flights will depart from London at 20:15 (in what will be the last flight of the day to the capital from London), arriving in New York at 23:15.

Unique at LaGuardia – from London

Bliss Jet is offering the only intercontinental flights from the more centrally convenient LaGuardia. Before Bliss Jet, London passengers' only option was to travel to the much more distant and congested JFK and Newark International Airports.

With a 30-minute check-in time at each end, thorough and efficient security screening and two customs officers are scheduled to meet each flight in private terminals for maximum discretion, Bliss Jet's goal is to provide the closest offering to the halcyon days of Concorde - in terms of style and speed.

Door-to-door journey times will be reduced by as much as four hours each way compared with scheduled airlines.

Inflight passengers will enjoy comfortable, spacious seating, have free access to in-flight Wi-Fi as well as their own choice of food (pre-ordered ahead of time) and an extensive selection of inflight entertainment options. For an extra fee, Bliss Jet will offer chauffeur services for onward travel and cater to any of their customers' other personal needs through soon -to-be appointed concierge service partners.

“The difference between Bliss Jet and the former failed all-business class models EOS, MaxJet and SilverJet is that they were all fundamentally traditional airline models – trying to mirror the private jet experience. Bliss Jet, however; is based entirely on a' la carte, and for the first time travellers can purchase a seat – one way or return, without the full charter cost of US\$100,000 plus for a business jet experience,” said President and CEO David Rimmer.

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“We are excited to bring individuality to a mass-market product and offer frequent flyers on one of the world’s busiest routes something very different and delivering the most precious commodity – time.”

Bliss Jet will appeal to hedge fund companies; the investment banking fraternity; senior executives; music, film and sport industries, David suggested.

A veteran of the business aviation industry, David Rimmer started his aviation career as news editor for leading US aviation magazine Business and Commercial Aviation. He joined charter company ExcelAire as VP Sales and Marketing and served as President through to 2013. He then served as president of Alerion Aviation until mid-2016 when he founded Bliss.

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