

DEER JET EXHIBITS 787 DREAM JET IN THE UK

News / Business aviation



On 4th May, Deer Jet, a leading global business aviation company, marked its European debut of the world's first 787 'Dream Jet', making a brief stop at London Stansted Airport (Harrods Aviation FBO) before continuing with a series of exhibitions:- 'Dreams Encounter the World,' across the globe.

This B787-8 Dream Jet is capable of flying non-stop for 18.5 hours or 16,000 kilometers, the equivalent of London to Perth, Australia, non-stop. The aircraft's fuselage is made from carbon fiber material, making it lighter and more fuel efficient.

Newly circulated clean air is accelerated in the cabin meaning a healthy environment for passengers as dust and any bacteria is filtered in the process of airflow, making for a more comfortable and healthy flying experience.



Most conventional passenger jets have a cabin pressure of around 7,500 to 8,000 feet above sea level, which Boeing says contributes to passengers feeling unwell in-flight. The 787's cabin pressure is set to 6,000 feet at a height of 30,000 feet. Tests have proven that between sea level and 6,000 feet people remain perfectly comfortable onboard, even on an 18-hour journey.

In May 2016, Deer Jet took over the operation of the world's first BBJ 787 VVIP aircraft, and made its maiden flight to Hong Kong in September. Deer Jet has branded the aircraft its '787 Dream Jet,' and launched a renewed brand philosophy of 'Making Travel an Art' as it builds on its reputation as a world leading service provider for premium business travel.

With the 787 Dream Jet as its flying platform, Deer Jet has chosen the best pilots and first class flight attendants to deliver ultimate service and a superior travel experience. Pilots have over 2,000 hours' international flight experience, plus more than 10 thousand total flying hours. A total of 12 pilots from almost 1,000 pilots flying 787s for its parent company HNA Group have been selected to be part of the 'Dream Team.'

Deer Jet's "Dream Team" stewards use 7-star hospitality standards, acting as inflight butlers, evoking different feelings for the variety of customers they serve, in any given flight. In line with this the style and colour of the cabin is frequently changed. Deer Jet-curated spaces are decorated with hand-picked amenities and bespoke collections of precious crystals, cushions, silverware, and porcelain. Exclusively for the London exhibition, the 1836 Savile Row-established Holland and Sherry showcased its bespoke product interiors collections on board, adding British style to the 787 Dream Jet's cabin.



Deer Jet is also launching exclusive, bespoke travel packages aboard the 787 Dream Jet, starting with the ‘Hong Kong to Tahiti Dream Journey.’ It features a seven-night charter package including complimentary accommodation at the Presidential Suite of St. Regis Bora Bora Resort. Deer Jet plans to add more itineraries in the future as part of its goal to create seamless travel to fulfil its vision of ‘Making travel an Art.’, through best-in-class service inspired by Deer Jet’s values: elegance, performance and distinction.

Frank Fang, Vice President of Deer Jet said: “We are delighted to bring this unique aircraft to London. It showcases the signature service of Deer Jet which is inspired by the values of performance, elegance and distinction. With the 787 Dream Jet, we are proud to serve discerning business and leisure travellers worldwide. Our goal is to provide the best flying experience for our customers and make travel an art.”

Operated on the Guernsey registry

The aircraft is operated on the Guernsey aircraft registry (2-DEER), under the AOC of BAS Guernsey. Typically the aircraft resides at Hong Kong International Airport operated by Deer Jet’s subsidiary Hong Kong Jet. The price to charter the 787 Dream Jet is RMB 500,000 per hour (about GBP 55,000).



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