



# BAD BUSINESS MODEL ALERT: BLISSJET LAUNCHES TRANSATLANTIC “SHARED” PRIVATE JET FLIGHTS

News / Business aviation



By Lucky

As Richard Branson famously once said, “if you want to be a millionaire, start with a billion dollars and launch a new airline.” We’ve seen a countless number of transatlantic all business class airlines launched over the years, and they’ve failed without exception (La Compagnie was recently purchased by XL Airways and wasn’t breaking even, so I suppose they didn’t fail, but as an airline they haven’t “succeeded” either).

While not quite a new airline, a private jet charter company is launching a new service that is bound for failure. I actually can’t get over what a bad idea it is.

BlissJet will be launching once weekly “shared private jet service” between New York LaGuardia and London Stansted Airport as this month. In the past I would have said that a “shared private jet” sounds like an oxymoron, though I suppose with JetSmarter’s popularity growing, it’s becoming more common. However, the thing that sets JetSmarter apart is that it can actually represent a great deal.

However, that's where BlissJet's business model falls flat. The service will only operate once weekly (Fridays eastbound and Sundays westbound), and the plane will carry 10-14 passengers.

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The cost? **\$11,995 per person, each way.**

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Proportionally that's reasonable enough, in the sense that chartering a jet for a transatlantic flight may very well cost ~\$100,000. However, what it fails to consider is that the whole benefit of a private jet is that it's private and you have flexibility.

With BlissJet's once weekly service you have no flexibility and no privacy. Also, while private jets are comfortable for a short flight, this will hardly be a comfortable ride with 10 people, as I doubt they'll even have enough space for everyone to lie flat (and it's not something they're advertising). This will be significantly more cramped than most business class products.

For ~\$24,000 roundtrip you could buy a walk-up fare in first class on any airline between New York and London, have a lot more flexibility, have a lot more personal space, and actually get some rest.

In practice I don't really see people booking this, so perhaps paying \$12,000 for a one-way ticket could be worth it if you end up alone. However, something tells me they'll be canceling the service if they only sell one or two seats per flight.

### **Can anyone make sense of BlissJet's once weekly New York to London flight?**

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