


FACC

Gama



Gama Aviation

Business Aviation – An Insider's Perspective





Gama

Why Business Aviation?

Point to point, tailored air transport solutions providing benefits of:

- Time
- Privacy
- Security
- Convenience





Who uses Business Aviation?

- Corporations
- Business Executives
- Entrepreneurs
- High net worth individuals
- Politicians and public figures

Anyone that values these benefits, including:



- Special missions – police, ambulance, maritime surveillance, oil rigs etc



Role of the Operator



Ensuring that the benefits are delivered in a manner that is:

- Safe,
- Environmentally sensitive,
- Cost efficient,
- Quality conscious, and
- with exceptional Service standards





How we deliver the service

- Charter
- Aircraft Management
- Special missions





What goes into Business Aviation?

- Highly regulated sector
- Skilled and highly trained workforce
- Significant investment in staff and technology
- A lot of detailed preparation





Behind the Scenes

- Wide range of supporting industries
 - Airports
 - Maintenance
 - Training
 - Fuel
 - Catering
 - Hotels
 - etc...





Market Dynamics

- Competitive
- High cost base
- International
- Integrated Industry



Benefits to the Economy



- Geographic
 - Local
 - Regional
 - National
- Indirectly and directly
 - Creating employment and contributing to the local economies through direct spend and business taxes
 - Helping businesses to function more efficiently and grow



Challenges



What are they, and how are we managing them?

- Regulatory burden
- Airport access
- Environmental issues
- Image
 - Public perception – not reality
 - Good news stories don't sell papers!
 - Some inappropriate use, but rare



Conclusion

- We need to highlight the benefits of Business Aviation
- Engage more with communities at all levels
- Encourage communities to acknowledge the positive contribution we make
- Recognition that responsible operators can mitigate their environmental footprint, but not eliminate it



Questions?