

# 高飛一族

high flyers

中國內地對至尊產品的瘋狂追求已從奢侈品擴展至旅遊業——乘私人飛機享受度身訂造的至尊之旅

It's no secret that China is in the midst of a luxury retail boom. Now, that desire for exclusive products is trickling into tourism as Asia opens up to the private jet tour

text michelle balmer

私人飛機一向被視為財富的象徵，而中國的新私人飛機銷量正持續飆高。即使你並無擁有私人飛機，一樣可以享受豪華之旅。亞洲旅遊預訂服務公司與私人航空業者積極合作，按客人需求制定個人行程，讓你乘私人飛機到充滿異國情調的地點旅遊，住宿飲食全屬豪華酒店及高級餐廳。你甚至有機會欣賞原本只為世界領袖或外交官呈獻的文化節目。

為什麼一些亞洲旅客不選擇一般客機的頭等艙及傳統旅行社，而選擇提供名貴真皮座椅的Gulfstream灣流航空航天公司及旅遊設計專業團隊呢？根據2011年6月國際豪華旅遊展（ILTM）的報告，愈來愈多遊客期望享有更多私隱空間及量身訂造的產品與服務。高級旅遊策劃公司Remote Lands創辦人及行政總裁Catherine Heald深明這點。Heald及合作夥伴專門為亞洲20個頂尖目的地包括北韓提供度身行程。目前Remote Lands30%的客人選搭私人飛機，Heald相信「這類型的旅遊需求將繼續增長」。

私人飛機受歡迎的另一個原因是遊客不受機場的限制，可到達更冷門的目的地。提供尊豪禮賓服務的國際精英會（Quintessentially）的

**PRIVATE JETS HAVE LONG BEEN** trophies of wealth, and in China new private aircraft sales continue to soar. But you don't have to own a jet to get a glimpse of glam travel. Specialist travel booking companies in Asia are working with private jet operators to create highly personalised itineraries, where you will be privately flown to some of the region's most exotic locations, sleep in luxurious hotels and dine in fine restaurants. Some will even hook you up with a cultural experience that rivals those usually reserved for world leaders and diplomats.

So why are some travellers in Asia ditching their first-class airliner suite and traditional travel agent in favour of a plush leather seat in a Gulfstream and a bespoke travel "designer"? A report launched by International Luxury Travel Market (ILTM) in June 2011 shows that more travellers expect a higher degree of privacy and custom-tailored products and services — something that Catherine Heald, co-founder and CEO of "white-glove" travel planning company Remote Lands, understands well. Heald and her business partner set up their boutique travel firm, which creates bespoke trips to Asia's top 20 destinations — including North Korea — specifically for this market: a market which, says Heald, is growing rapidly. Today, 30 per cent of Remote Lands' clients fly privately and Heald believes "the demand for our type of travel will only continue to grow".

Another reason private jet holidays are proving popular is that they allow access to remote destinations rather than being bound to major airports. Emma Sherrard Matthew, CEO of luxury concierge service Quintessentially, says:



賽斯納噴射機艙  
Cessna Aircraft Sovereign



龐巴迪Global  
6000噴射機  
Bombardier Global  
6000 Aircraft

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行政總裁Emma Sherrard Matthew說：「亞洲客人，尤其是中國內地的客人開始另辟蹊徑。他們愈來愈渴望更富冒險的旅遊體驗。」

ILTM的另一個重要發現是遊客「不再只是渴望奢華尊享的經驗，而是要求更富娛樂性和刺激。」

Heald的客人名單全是她及商業夥伴20年來在亞洲生活及旅遊所結識的身份顯赫之輩。由Remote Lands為你安排Falcon 2000私人專機（可按飛行時間及舒適度要求，提供不同類型的專機），讓你享有貴賓通關及專車接送服務，無論你的希望是與亞洲名人共餐或會見中國著名畫家，他們都會盡力為你實現。

JapanQuest Journeys則為你訂造非一般的日本體驗。這間豪華旅遊管理公司的宗旨是讓客人認識「真正的」日本，行程包括參觀相撲訓練，或到京都與藝妓共進晚餐。但日本國土交通省直至2010年才放寬羽田機場的措施，為私人飛機業者打開了豪華旅遊市場。JapanQuest隨後與尊爵公務機（Asia Jet）結為合作夥伴，後者是

“The Asian market, in particular the mainland Chinese, are starting to explore off-the-beaten-track destinations, and are increasingly craving more adventurous experiences.”

This demand for adventurous travel experiences has been a hot topic in recent times. Another key finding in the ILTM report was that travellers had “a desire to be entertained and stimulated rather than just pampered”.

And when it comes to experiential travel, it’s hard to imagine that you could do better than a Remote Lands’ private jet tour. Heald’s black book bursts with names of influential people she and her business partner have come to know from 20 years of living and travelling in Asia. This linked-in team will have you stepping off your Falcon 2000 (different aircraft types are available depending on length of flight and level of comfort requested), escorted through VIP customs and whisked away in a private car to dine with Asian nobility or meet a renowned Chinese artist – whatever your wish may be.

Another bespoke travel company serving private jet tourists is JapanQuest Journeys, whose speciality is insider experiences within the Land of the Rising Sun. The company is dedicated to showing its clients the “real” Japan by arranging services such as a visit to sumo wrestling training or a private geisha dinner in Kyoto. But it was only in 2010 that Japan’s Ministry of Transport relaxed regulations at Tokyo’s Haneda airport and opened up the



吳哥窟  
Angkor Wat

湄南河  
Chao Phraya



以香港及上海為基地的專機包租服務公司。JapanQuest不只能讓更多遊客自由選擇目的地，還能讓他們自行安排飛行時間。

以越南為基地的旅遊集團Exotissimo很清楚尊貴客人的時間十分寶貴，所以Exotissimo在2009年推出兩種不同類型的私人飛機之旅，確保客人能在有限時間內盡可能多遊覽一些地方。

Exotissimo的豪華私人飛機旅遊配套包括「亞洲精選」和「泰國及柬埔寨之最」，以Citation CJ3噴射機接送客人，並由專人帶領參觀吳哥窟等重要古跡。Exotissimo指近年的發展趨勢是舊地重遊的客人希望以非比尋常的方式體驗亞洲，而私人飛機之旅正合時宜。

私人航空業也在旅遊業中看到私人包機服務的發展機會。2011年初私人飛機預訂服務公司Private Fly預測私人包機將成為愈來愈受歡迎的高級休閒旅遊服務，這意味著包機公司和旅遊專業團隊將會繼續緊密合作。

乘私人飛機旅遊讓你更輕鬆自由，不但私隱度高，還可直達目的地及自行安排時間。大公司及成功企業家一直都享受著坐私人飛機出差的好處，其成為更多遊客的選擇亦是自然的事。■

luxury tourism market to private jet users. JapanQuest subsequently partnered with Asia Jet, a Hong Kong- and Shanghai-based aircraft charter company, treating more travellers to itineraries that include flights that are set to their own timetable rather than that of an airline.

Vietnam-based travel group Exotissimo has also recognised that its luxury clients' time is precious. Exotissimo launched two private jet tours in 2009 to ensure its guests see as much of the region as possible within the time they have available.

Its luxury private jet packages are tagged "Highlights of Asia" and "Best of Thailand and Cambodia", both of which include travel in a Citation CJ3 jet and feature private guided visits to landmarks such as the temples of Angkor, deluxe accommodation and visits to top restaurants. According to Exotissimo, a developing trend is for return travellers to look for different and unusual ways to experience Asia, and the company saw the private jet tour as an obvious fit for this select market.

The private aviation industry is also seeing how private jet charter can fit into the tourism business. Early in 2011, private jet booking service PrivateFly predicted that private aircraft charter will increasingly become a viable travel option for premium leisure travellers, which means partnerships between charter companies and specialist travel agents should continue to flourish.

Private jet travel is all about travelling on your own terms. Corporations and successful entrepreneurs have long known the benefits of using private jets for business trips, so it's only natural that such aircraft become more commonly used for vacations. ■

## 立即起飛 FLY AWAY

**亞洲/ASIA**  
**REMOTE LANDS (THAILAND) CO., LTD**  
25/12 Soi Sukhumvit 16  
Klong Toey, Bangkok 10110, Thailand  
+66 2260 7584

**美國(總部)/USA**  
**(HEADQUARTERS)**  
**REMOTE LANDS, INC**  
120 East 56th Street, Suite 930  
New York, NY 10022, USA  
+1 646 415 8092  
info@remotelands.com  
www.remotelands.com

**JAPANQUEST JOURNEYS**  
+1 202 455 0095  
info@japanquestjourneys.com  
www.japanquestjourneys.com

**EXOTISSIMO**  
+66 (0)2 633 9060  
inquire@exotissimo.com  
www.exotissimo.com/luxury/multi-country/tours/private-jet-tour-best-of-thailand-cambodia

**國際精英會/QUINTESENTIALLY**  
+852 2540 8595  
www.quintessentially.com