

The Spear's 500 Travel Guide | Travel Hedgehog

Jet in a jiffy

Once upon a time, thousands of private jets idled on runways and in hangars, depreciating in value. Nearly half of those in the sky were flying empty. That's until entrepreneur Sergei Petrossov saw a better way: he founded JetSmarter, the private jet ride-sharing app — the 'Uber of private jets' as it became known — in 2012. Backed by investors including the Saudi Royal Family, Jay-Z and Goldman Sachs, the service secured the Russian native and University of Florida graduate a place on Forbes' '30 Under 30' list, and is now favoured by the likes of Cara Delevigne, Gerard Butler and Jamie Foxx.

Skirting the eye-watering excesses of outright ownership, the platform offers instant pricing and availability for private flights worldwide, allowing users to charter a jet from their smartphones for an annual member's fee of £15,000 — a tariff including unlimited flights under three hours' duration.

The company is just one of a cluster of companies making private jets more affordable, but Petrossov insists it stands alone: 'Our mission is to deliver private aviation at commercial pricing,' he told *Spear's*. 'In the jet-sharing economy, we represent around 98 per cent market share — we really pioneered this market, so we don't have any real competition for our core product. We've lowered the entry price for private aviation as much as ten times



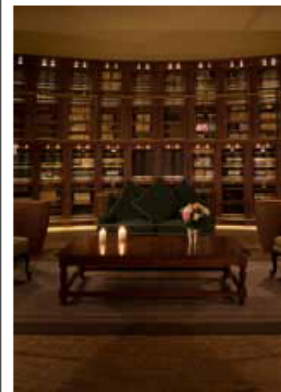
— which is really massively disruptive, and why our company has grown the way it has.'

JetSmarter currently flies between cities in the US, Europe and the Middle East, and recently added a raft of European party destinations to its radars. But Petrossov tells *Spear's* that this is just the beginning — he's already planning expansion into India, China and South America.

Spear's tried the service out recently on a weekend hop to Ibiza on a six-seater Citation Bravo — a service as smooth and speedy as you'd expect. But the highlight came on the tarmac: your spiky correspondent realised he'd left his phone charging in the private terminal, minutes before take-off, and watched as the pilots radioed ground control before a black minivan came snaking through a line of parked aircraft to deliver the beloved device through the cockpit window.

'The Uber of private jets', anyone?

Care to Timberlake your thirst?



Magnificent Millecento

Even in Umbria, that terrestrial paradise, Rosewood Castiglion del Bosco stands out. President Obama came here post-presidency for the golf course. But Hedgehog is in a position to reveal that his itinerary needed minor revision: he should have stopped by the winery. It was the vineyards which Massimo Ferragamo first fell in love with, inspiring him to buy the place. And here for a mere €10,000 you can join the Millecento Wine Club, and have your own stash of Brunello. Members include Mr and Mrs Timberlake, and Massimo himself. But not, for the time being, at least, any ex-presidents. Still, it can only be a matter of time...

Air Antarctica

It's the remotest location on earth and Prince Harry has been there (though without Meghan Markle).

Described as Antarctica's first and only luxury camp, White Desert Antarctica offers an eight-day 'Emperor and Penguins' trip, a four-day 'Ice and Mountains' trip, and, for the time-poor UHNW, a one-day private chartered trip called 'Great Day'. The maximum number of guests on each trip is 12. Earlier this year, the camp launched its own private jet service (strictly carbon-neutral, needless to say) flying guests out by Gulfstream from Cape Town, South Africa. You will land on a blue ice runway in front of the majestic Wolf's Fang peak, watch Emperor Penguins and their newly hatched chicks in a 6,000-strong colony, and visit the US science station at the South Pole. An eight-day trip in December 2018 will set you back \$80,000 per person: but better hurry up, because three of their seven 'Emperor and Penguins' trips for the 2018-19 season are fully booked already.

A song of ice and flier



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