

# Perspective

The Leading Shared Ownership Magazine

February 2009

Leisure Property | Fractional Ownership | Timeshare



## Executive Decision

Fractional Jet Options With FlexJet

**THIS ISSUE** Who's Who In Asia Pacific, A-List Interview With Marriott's Ed Kinney  
Lead Gen With Owners Perspective Magazine, The Growth Of Fractionals



■ Paul & Sharon Mattimoe, Perspective International Ltd

## Welcome...

The February edition always feels like the calm before the storm to me, although it is only the second edition of the year, it is the last edition that is not linked to one or more major conventions for many months to come. Starting next month our magazine will feature and be distributed to all delegates at the Ragatz Fractional Interest Conference in San Francisco USA; TATOC - Timeshare Association Conference in Warrington England; ARDA Convention, Orlando USA; C.A.R.E Convention, Wisconsin USA; Fractional Summit, London England and that's just March and April. We will of course be bringing you highlights of all of these events and several others that we cover later in the year.

This edition however brings you the glamour of Fractional Jet Ownership with FlexJet as well as a look at the growing fractional property market in Europe.

We have our second Who's Who feature, this time concentrating on the Asia Pacific region and featuring Absolute Group, Dial An Exchange and Karma Royal Group and we also look at the new resort offering from Disney Vacation Club due in fall of 2009.

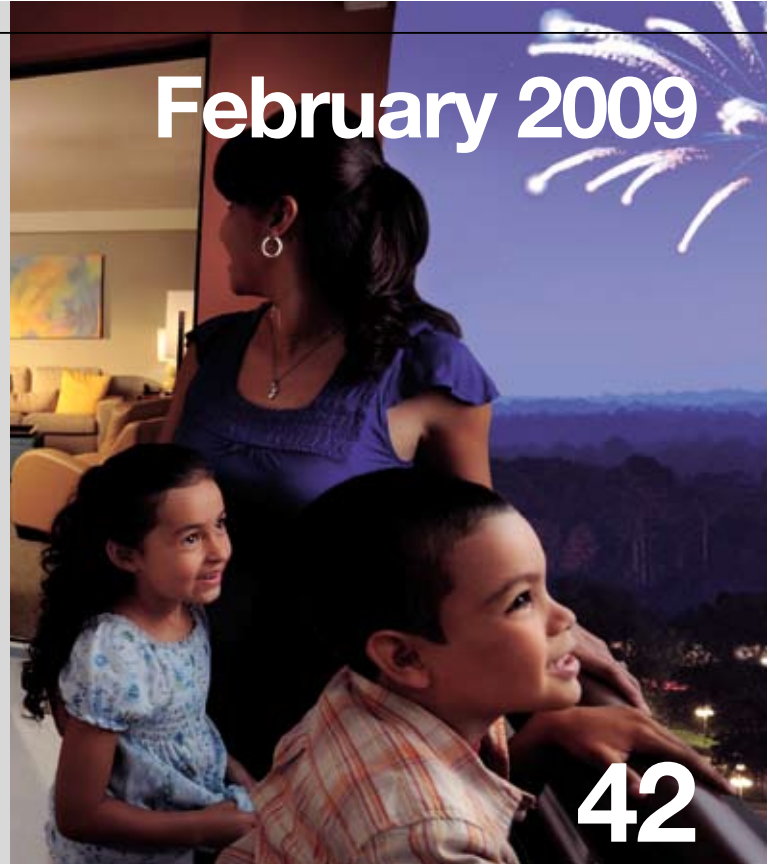
There's an update on the GoTimeshare.org website; operated by the Organisation for Timeshare in Europe with the aim of countering negative publicity about timeshare on the internet. Plus, both on and offline our very own Owners Perspective Magazine is firing on all cylinders as it enters into a distribution agreement with leading supermarkets and flies past 40,000 monthly circulation and releases some interesting statistics on its readership.

Our February A-List is Ed Kinney - An exclusive live interview with the Vice President of Corporate Affairs for Marriott Vacation Club International looking back on Marriott's entry into timesharing – as well as his own.

And we introduce what will become a regular feature in the next couple of months – "My Perspective On..." where we invite key figures in the industry to choose their own subject to talk about, whatever it may be. This month Steve Pentland, Generator Systems talks about "The Recession and The Recovery".

And finally, we are currently phasing out our news site [www.thetimeshareblog.com](http://www.thetimeshareblog.com). But don't worry, we're just moving it to the even higher traffic magazine site at [www.theperspectivemagazine.com](http://www.theperspectivemagazine.com) so you don't have to visit two different sites all the time. More details of this shortly.

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#### **Fractional Jets: FlexJets**

In a business climate where air travel is part of the game and destinations vary, time is important. From trusting your aircraft to making a timely landing to making it home for the little league game or dance recital. Making it home in time for dinner! Bombardier Flexjet Program Offers Fractional Ownership of Learjet And Challenger Private Jets.

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#### **Who's Who In Asia Pacific: Absolute Group**

As fractional sales continued to grow into a multi-billion dollar industry in the States alone, the Absolute Group, with offices in Hong Kong, Pattaya (Jomtien), Koh Samui and in Phuket, Thailand, recognised a gap in the ownership market in Asia for people interested in savvy investment opportunities in destination real estate markets.

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#### **Who's Who In Asia Pacific: Dial An Exchange**

Founded in Australia over a decade ago, Dial An Exchange (DAE) has grown an impressive membership base, and established locations to service all corners of the globe and July 2007 saw the launch of DAE Asia, with offices in Thailand, India and China.

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#### **Who's Who In Asia Pacific: Karma Royal Group**

Operating a debt free Development Group with 16 Resorts, vibrant sales and marketing operations for both real estate and timeshare, John Spence chairman and owner of Karma Royal Group is asked about his business philosophy and plan to steer the Group through these recessionary times and we uncover some exciting plans for the future.

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#### **Attracting New Owners**

In a cautious economic climate too much money can be wasted on marketing to the wrong demographic. Owners Perspective Magazine gives a first insight into its new lead generation vehicle and releases some interesting statistics on its readership.

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#### **My Perspective On... The Recession And The Recovery**

Steve Pentland, Generator Systems is the first to write for our new feature section and takes a candid look at the state of the industry, where it's headed and when and how it will recover.

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We receive and update on the Organisation for Timeshare for Europe's newly launched website whose specific aim is countering negative publicity about timeshare on the internet.

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# Bombardier Flexjet Program Offers Fractional Ownership of Learjet And Challenger Private Jets

By Kat Donnell





**Striking through the sky at 530 miles per hour. Sleek. Sophisticated. On time. Learjet. Your Learjet.**

In a business climate where air travel is part of the game and destinations vary, time is important. From trusting your aircraft to making a timely landing to making it home for the little league game or dance recital. Making it home in time for dinner.

Bombardier had these things in mind when it introduced *Flexjet*, their fractional ownership program. With a fleet of Learjet and Challenger jets, the program is designed for corporations and individuals to enjoy jet ownership at a fraction of the costs. It also allows for ownership without the day to day upkeep. *Flexjet* manages their fleet, providing well trained flight crews, insurance, maintenance and catering. Each flight is a personalized experience with you, the owner in mind. And yes, Fido is welcome too.

Ownership shares start at 1/16, (equal of 50 hours of annual airtime). The program is flexible and can fit your business and personal needs. You decide the number of hours you will fly, you decide what aircraft type best fits your need, and you decide the number of shares. Yes, you can upgrade or downsize as your needs change.

For those who will use under 50 hours of air travel there is the Flexjet 25 jet card, offered by Jet Solutions. This is a one year program with no capital investment or long term commitment. It allows you pay by the number of hours you use.

Based on their 1,000 owners, the traditional fractional program is made up of 70 percent business and executive use with the remaining 30 percent being personal usage. The jet card program flips the numbers with 70 percent made up of personal use and thirty percent being business.



In addition to the benefits of *Flexjet*, which include 24/7 availability with as little as six hours notice, the jets can land in smaller airports, making it easier to reach your final destination. To give you some idea, there are 300 commercial airports and 5,200 private airports in the U.S. Not all final destinations are in the proximity of a major airport.

Bombardier is the world's largest manufacturer of business jets. In keeping with the Bombardier stamp of excellence, their *Flexjet* fleet of 100 aircraft has the most comprehensive services guarantee in the industry, the highest standards of pilot training and experience, the best-in-class aircraft with advanced safety equipment, customization and value. They also have the youngest fleet- the average age is three years old. Owners have access to the entire fleet of Bombardier Learjet and Challenger jets.

The fleet consists of five different models of aircraft, three of the Learjet and two of the Challenger.

The **Learjet 40 XR** is in the light jet category. It outperforms all other jets in its class with its

combination of range speed and comfort.

The **Learjet 45 XR** delivers the legendary Learjet power and then some. This aircraft is able to handle high altitude airports such as Aspen. It also flies in hot temperatures without sacrificing speed, range or comfort. It flies more people over longer distances and on every level, this aircraft is about performance.

The **Learjet 60 XR** is about performance, sophistication and space. This new Learjet offers seating that makes the most of a cabin

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*“Flexjet’s growth in the fractional market comes from the understanding that private jets are an essential business tool”*

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almost six feet wide including a three-place divan in the forward section. It offers restyled cabinets and galley, a larger baggage capacity, high tech lighting and plug-ins.

The **Challenger 300** offers its owners unmatched performance and comfort. It has the ability to depart challenging runways with eight passengers, it flies coast to coast non-stop and can literally take you anywhere.

Offering in flight access to the large baggage compartment, this aircraft has an expansive cabin and is quickly becoming a leader in its class.

The **Challenger 605** has been redesigned and is the next major step in the evolution of the Bombardier Challenger business jet family. With a new avionics suite, ample interior and larger, higher windows, this aircraft flies coast-to-coast and internationally with a definite eye toward comfort. The touch of a button brings you a cutting edge entertainment system

that includes XM radio, Airborne™ Office, DirecTV™ and audio/video-on-demand.

One of the key features of the *Flexjet* program is the versatility and adaptability with regard to their owners. The type of jet you use can change as life does. The number of air time hours can change as well. In an economic climate that has changed drastically in recent months, people are being more practical

and reflecting a little more on their lifestyle choices. Circumstances change and fractional ownership gives the owner the ability to fine tune a program that fits their individual needs. Nearly half of new owners are aviation savvy and want the entire *Flexjet* experience. There has also been a shift in interest with regard to traditional fractional ownership. Corporations that once maintained their own fleet of planes are now downsizing and blending their aircraft with fractional ownership. Again, they want the highest qualified pilots, the best safety records and the highest performance.

The *Flexjet* program was established in 1995 and was well received by the business community as well as the private sector. The company is based in Richardson, Texas. Fred Reid joined *Flexjet* in August 2008 as president and brings to the table an impressive dossier. With over 25 years of aviation experience, he is recognized internationally as an industry leader. His name has been associated with the top airline companies as a high profile executive who has a reputation for making things happen. His innate understanding of the aviation industry has led to new programs and consistent growth.

“After 25 years working at all levels of aviation—at established legacy carriers like Pan Am, Lufthansa and Delta, as well as pioneering newcomers like Virgin America, which I helped launch two years ago—I know all too well that we operate in a ferociously competitive environment. However, it didn’t take long to recognize that with *Flexjet* I was dealing with a very special type of company—smart, efficient, innovative—and with a very unique group of owners. We respect their achievements and no-nonsense attitude, and we value any feedback that can improve our industry-leading service,” said Reid.

“*Flexjet*’s growth in the fractional market comes from the understanding that private jets are an essential business tool, not glamorous perks for the ultra wealthy. Our owners choose fractional jet ownership in order to increase their productivity, and our programs are designed to provide maximum versatility and flexibility on their behalf,” he added.

In addition to *Flexjet*, Reid is also president of Skyjet U.S., Bombardier’s aircraft charter division. Visit [www.flexjet.com](http://www.flexjet.com) or call 1-800-FLEXJET.

