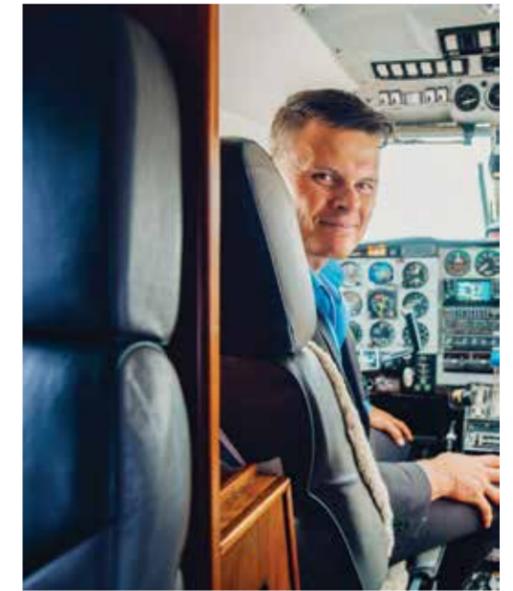


FLY Anywhere

Industry knowledge and entrepreneurial ingenuity combine to create a radically simple air transport service.

By Robert La Bua



Now here's an idea destined for greatness. Put together busy people happy to pay for private aviation services with pilots wanting to fly more hours and share their expenses, and you get a company born to serve both parties very well. Fly Anywhere is the brainchild of Robert Brus, himself a business brain and clever child of the aviation industry who grew up in the world of airlines and aircraft. At a young age, the enterprising Rob saw needs on both sides of the travel equation going unsatisfied—as well as seeing the ability to change the situation. With so few commercial airlines flying the skies over Australia, utilising a minuscule fraction of the airport facilities available across the country, Robert saw great potential in putting the country's high number of private aircraft and 1,800 airports to more efficient use by matching pilots with passengers.

This is how Fly Anywhere works. The prospective passenger fills in a form online requesting a price quote by indicating preferred points of departure and arrival as well as dates of travel. In a twist on the business transaction, it is the supplier—in this case, Fly Anywhere's pool of pilots—and not the client who bids on the contract to fulfil the passenger's travel

needs. The client may receive several proposals from different pilots offering their services at different prices and in different aircraft. The client then decides which pilot's offer best suits the travel needs and awards the contract to that pilot, who then follows up with the formalising of the travel plan.

Also unusually in its business model, Fly Anywhere is appealing to a largely disenfranchised segment of the travel industry to make its business a success. While travel agents have been continually removed from the modus operandi as executed by large commercial airlines, thus seeing their number of bookings and commissions plummet in recent years, Fly Anywhere embraces travel agents by empowering the agents to set their own prices for their services while still providing a good deal to the final consumer. The result is that the travel agent makes a good commission, the pilot flies the hours desired, and the passenger enjoys a private flight at a price below anything a typical private flight service can offer.

Think of it as a matchmaking service that pairs traveller with pilot. Pilots, travel agents, and aviation service companies pay a small fee each month to gain access to the quotes requested by prospective travellers; the



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travellers themselves pay nothing for accessing the service, only for the actual flights agreed on and undertaken.

Fly Anywhere isn't just for business travel, either. Scenic flights, daytrips, and family excursions are also very much part of the plan beyond simply transporting executives from one place to another. And for those who love to fly so much that they want to be sitting in the cockpit, it is even possible to request quotes from flight schools for courses in aviation—then you can really fly anywhere. •

flyanywhere.com.au