

Entrepreneur

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Travel: Need a Ride? Just Hail a Jet

If you live in a big city and most of your business travel takes you to other big cities, bully for you; you've got the advantages of flight frequency and choice. But if your situation is the reverse, there's no simple there-and-back. Unless you're the rare entrepreneur who can afford private aviation, your life is full of connecting flights and long waits. That's why the air taxi concept is resonating so loudly with road warriors.

Like street taxis, air taxis provide transportation on demand. Providers, including ImagineAir (flyimagineair.com) and Linear Air (linearair.com), use small airports in major metropolitan areas for their fleets of VLJs (very light jets). Besides being convenient—they're airborne in a matter of minutes and stop only where you want to—air taxis are also affordable. Three passengers on ImagineAir can fly from Atlanta to Charlotte, North Carolina, for a morning business meeting, on to Hilton Head Island, South Carolina, for an afternoon round of golf, and back to Atlanta for dinner. With the ImagineFare discount for same-day travel, the total flight cost is just over \$2,000 for three people. Meanwhile, you avoid the hassles of typical point-to-point travel. For more information about air taxis and VLJs, check out the Air Taxi Association website, atxa.com.

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