

## **SUSTAINING SERVICE IN THE VERY LIGHT JET MARKET BY APPLYING CHANGE MANAGEMENT PRINCIPLES**

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### **ABSTRACT**

United States Department of Transportation statistics show that approximately 16,000 passenger planes per day fly out of regional airports near major metropolitan areas. With over 5,300 regional public-use airports around the nation, private air travel has many advantages over traveling on commercial airlines. It provides the flexibility to leave when you want, with less hassle, with more privacy, and the ability to arrive much closer to your final destination. Further, it is estimated that about 85% of the U.S. population lives within thirty minutes of these underserved and underutilized regional airports (Craver 2006). For years, corporate executives have traveled on private jets and many private pilots have justified using high-performance piston aircraft or turboprops for their business needs. With the cheapest private jets costing several million dollars, however, private air travel has been a luxury reserved for the elite and extremely wealthy. That is, until now with the arrival of the very light jets (VLJs).