How To Get All The Amenities Of A Private Charter Into St. Barths... Without The High Cost

If you've ever flown into St. Barth before, you know the hassle it can be to get there. Standing in line at the airport, schlepping all your luggage behind you while you make your way through customs only to find you've been bumped off your flight and you'll have to wait... again. Meanwhile, the people who can afford the high price of a chartered flight have an agent to take their luggage and passports through customs while they drink leisurely in a lounge and wait for an air-conditioned vehicle to take them straight to their plane.

By chartering these planes ahead of time, I'm able to give you all the amenities of the hasslefree, VIP charter service, without the price tag of having to charter the whole plane yourself. You only pay for the seat you're sitting in.

And in this quick interview I did with Michael Senoff from hardtofindseminars.com, I explain how I've built years of trust with the main operators into St. Barth in order to get the kind of quality service that makes sure everything goes smoothly, every time.

In the interview, I also explain...

- The always-discreet way I manage clients who want to keep a low profile, along with a quick list of celebrities who have used my service
- Why St. Barth closes its airport at sunset and what your only option will be if you need to get there after that
- The different seasons of St. Barth when the jet-set crowd goes to be seen, when you can expect to find "off-season" prices, etc.
- What you can expect to pay for chartering your own flight vs. my service and exactly what you can expect to get
- All about the financial risk I'm willing to take to charter planes before I get paid that sets me apart from the rest

Most companies in the Caribbean don't even pick up their phones. I always do. I've built my reputation on being the most reliable way to get into and out of St. Barth from St. Maarten. So if you're a personal assistant, VIP concierge service, or just someone who wants to go to St. Barth in style and without stress, contact me. I'll make sure your trip goes smoothly. I never say, "Sorry. I'm full," even if it's last minute. I always say, "Let's see what your options are."

Michael: Who would you like to listen to this interview?

Terrance: Well, definitely all of St Martin or St Bart's lovers. St. Barths lovers are addicts. They've got to get their St. Barths fix. They love St. Barths. They love everything about St. Barths. They want to know how to get there. They want to know when they get there what to do, all that stuff, and my focus is on how to get there. Then, I'm looking at secretaries. I'm looking

at personal assistants. I'm looking at VIP concierge services. I'm looking at high net worth individuals that knows about St. Barths or heard about St. Barths and have the money to spend and want to come down and go to St. Barths. Those are my target clients.

When a boss tells his secretary, "Hey, we're thinking about going down to St. Barths. Can you arrange everything for us?" She goes online and she starts searching because getting a flight into St. Martin's is not a problem, but getting from St. Martin's to St. Barths, that's my ideal client. She's going to call me, and she's going to say, "Hey, my boss and his wife and kids are coming down to St. Martin's. Can you get him to St. Barths?"

So, I would love for that type of client to listen to my recordings, and hear exactly my story and then get to know me Terrance, and get to hear about the service I provide so he or she would know, "Hey, next time I'm booking a flight for my boss, I'll call Terrance first."

- Michael: So, how do you make this experience meet the expectations of the super wealthy and famous? What are you doing to live up to that?
- Terrance: Because we have such a good relationship with operators, and they know we give them guaranteed business every year. After so many years of working together, they know the drill. They know the deal. They know the drill. So, they know they have a client from AirStMaarten book with them, they are going to make sure that everything goes smoothly. It took years to build up that relationship and get that quality service from them, but it works because they know we're giving them guaranteed business.

Because of that now we reach a stage that we can book clients with these operators and walk away because we know the client is in good hands. They'll go the distance to make sure our clients are taken care of. A lot of clients, they're coming in incognito. They're coming in and they want to be low profile. They don't want the mass hysteria of people screaming and shouting. They try to operate low profile, and we provide that service for them. We're not telling the whole world, "We have Richard Gere flying with us to St. Barths." It's all discrete and they love that stuff. Anything that draws attention to them would be a no-no. So, that's how we try to operate our service, as discrete as possible, and they love that.

- Michael: Throw around some famous names of some of your clients.
- Terrance: Martha Stewart, Richard Gere, Richard Branson, Timothy Dalton famous James Bond actor. We've had models, Kate Moss. We've had Denzel Washington. We have Robert De Niro, and the list goes on and on. So, once we get them into St. Barths and get off the aircraft, we get the

luggage for them. We bring them out. We hand them over to a porter or to a concierge officer or agent, and they take it from there.

- Michael: Has it been hard to get there in the past?
- Terrance: Yes, it still is actually, and that's the good thing about it.
- Michael: It is still hard to get there. So, are we talking about people from all over the world who want to vacation in St. Bart.
- Terrance: Yes, exactly. St Bart is like the south of France, Cote D'Azur. St. Bart is actually the Saint Tropez of the Caribbean. The same way people love going to Saint Tropez in the south of France and Morocco and those places, it has that allure, and the governor in St. Barths, he was able to maintain that high level of exclusivity, and because of that, wealthy clients go back fifty years ago to Rockefellers, the Vanderbilts, and all those high net worth families. They all had property in St. Barths. So, they would all come down. It would be their exclusive get away back in the day.

So, people started discovering St. Barths and he was able to maintain that exclusive image, by indeed limiting access. One example is the airport closes at sunset. So, if you're not in by 5:30 in the afternoon at sunset, you're out. I've had clients literally throw money at me to get them into St. Barths at night, and it's simply not possible.

- Michael: So, this was done on purpose to keep that exclusivity so it doesn't become overcrowded.
- Terrance: Exactly, you can either get to St. Barths by air or sea, and if you're not in by a certain time, you're out.
- Michael: Okay, so your website, Air St. Martin, the first virtual airline offering flights to and from St Martin and the rest of the Caribbean. Is St. Barths your specialty?
- Terrance: Yes, I would say thirty percent of my business is into St. Barths, so we have a very nice market share because what we guarantee clients is that we would get you to St. Barths no matter what. That's a guarantee we offer them. So, if we don't get them into St. Barths by air, we'll offer them transportation by sea.

So, even though we're called Air St. Martin, basically our sole purpose is to get people into St. Barths no matter how. It could be by sea or air, and of course during the day the airport is open, but at night the only option to get into St. Barths at night is by boat.

Michael: My wife and I are talking about doing a vacation. Let's say I approach her and say, "Honey, let's go to St. Barths," and let's say we were going to do it ourselves, and I've never met you. I'm going to do it the traditional way without Terrance without Air St. Martin. What am I going to experience in trying to get to St. Bart without your help?

The first thing I'm going to do is look for airline tickets? Am I going to find them?

Terrance: Yeah, you have to find flights to San Juan, to St. Martin. You're not going to find much connections to St. Barths, but you will definitely find connections to St. Martin or San Juan, and then indeed, the question is how do you get from those islands into St. Barths. When people go online and they start searching for flights to St. Barths, that's where they also find my website.

They find the other airline company that actually own aircraft. They will find their airline's website as well, but when they contact these airlines and they don't have any options available to fit your itinerary, you still have to continue shopping around. What I offer people when they end up at my website is I have access to all options to get to St. Barths. So, I don't told you, "Oh, I'm sold out," or "I'm booked out, go away." I tell you, "Oh, hold on. Let me check what I have available."

Michael: Let's say I find flights into St. Martin, but then I'm not going to see online information on how to get to St. Martin to St. Barths on my American Airlines or any of the big carriers that I'm going to – so, I'm going to be like, "Well, how do I get to St. Barths." I'm going to go online and type in "Travel to St. Barths," and I'm going to come across other websites and your website.

> Let's take for example my family. I want to get there, and I've met you. How are you going to make my trip easier compared to me shopping around with other online charters and other online flights to get from St. Martin into St. Barths. Why should I be looking at using you to get me to St. Barths compared to anyone else?

Terrance: Well, firstly we tell them when you're traveling down to the Caribbean it's an adventure. During that adventure that we take out the insecurities involved. Most of the time, it will be the first time that you're ever coming down to St. Martin's to get to St. Barths. We offer them good connection.

When they arrive into St. Martin's, we could offer them good connections to St. Barths and we can offer them a hassle free transfer through St. Martin's to St. Barths. So, that's very important. The transfer or the transit is hassle-free and that's because once you arrive in St. Martin with your

family, that is when we would have an agent meet the client on arrival. Once they get off the aircraft, we have an agent meet them at the door of aircraft, escort them into the terminal building, put them up in a business class lounge, take their luggage tags, go and get their luggage, check in their luggage for them, transfer it down to the aircraft, clear them through immigration, take the passport and clearance through immigration, do all the formalities while the sip their drinks in the business class lounge.

Once all that formality is taken care of, we come back, get them, put them into an air conditioned vehicle, drive them down to the aircraft, put them on the aircraft with their luggage, and the pilot takes off. In twelve minutes, you're in the air on the way to St. Barths, and you're gone. While the unfortunate ones are still in the terminal building standing in line trying to check in while you're already in the air flying to St. Barths and a half an hour later, you are on the beach or next to the pool drinking a cocktail. That is basically what we offer.

Clients who have already been through St. Martin and know the hassle involved transitting through St. Martin, they really appreciate what we're saying when we tell them that we can offer them good connections and hassle free passage through St. Martin. They really appreciate us and they understand what we're talking about.

- Michael: Are you able to save me money?
- Terrance: No, because we charge premium price for our service because in fact, we're offering you value for your money in terms of getting you through St. Martin's as quickly and as hassle free as possible. We charge a premium price for that because basically, if you're looking for the cheapest option, the cheapest option is that you get everything yourself.
- Michael: So, your clients generally are quite wealthy and money really isn't an issue. Is that correct?
- Terrance: It isn't an option, exactly. I get calls from secretaries, from personal assistants, their boss and his family want to come down to St Martin to go to St. Barths. They heard about Terrance Rey. They heard about Air St. Martin. I get a lot of referrals CEOs or those wealthy guys. They'll talk to each other and say, "Hey, when you go to St Martin, call Terrance so he can get you to St. Barths easily."

I've got a lot of referrals that way. So, the secretaries or the personal assistants would call me up and say, "I have Mr. So and So. He's coming tomorrow with his family. They would like for someone to meet them and take care of their luggage and take care of their transfer and get them to St. Barths as quickly as possible. We heard you're the guy to call."

To give you an example, American Express is one of our biggest clients. They book a lot of flights with us, and the reason why they do that they say is well because Terrance is the only one in the Caribbean who actually answered his phone when they called.

One day I was driving on my way to the airport and I got his call, and I answered it while I'm driving. You're not even allowed to be on the phone down here while you're driving is against the law. You can get a fine for that, but none the less, I answered the call. It was this agent from American Express and she was really in a bind.

If you need to get to St. Barths, Terrance is the guy to call. Call him day or night on 1-721-581-9740 or go to his website at <u>www.airsxm.com</u> and submit a reservation request for a private charter, a shared charter, a regular commercial flight, without or with VIP Services, and Terrance will get you to St. Barths, guaranteed!

She had this high net worth client that they booked a flight into St. Martin with a private jet and he was supposed to connect to St. Barths and the flight was late, so they would miss the connection. So, before he even landed in St. Martin, he was trying to find an alternative for him to get to St. Barths. He didn't want to wait not a minute in St. Martin. He wanted to get to St. Barths as quickly as possible.

So, she was calling around, and no one was answering their phone and finally she called me after searching online and the internet and I answered the phone. She was like, "Oh my gosh, someone really answered the phone." She told me her problem. I said, "Well, I'm on the way to the airport, and I can meet him and get him on an aircraft to St. Barths in twelve minutes." She was like, "Really?" She couldn't believe that I actually did that. She was really blown away.

She told me after that she told all of her colleagues in American Express in her department about me and she gave them my number and they've been a big client ever since.

- Michael: How many people come to visit St. Martin and St. Barths a year?
- Terrance: December is what we call a crazy season. That's when we get the most traffic into St. Barths, but the high season for us is actually from mid-November, from Thanksgiving until the end of April. That is basically the high season for us and that is the season when you get all these jet set clients, all these famous athletes, all these famous actors and actresses coming down and they all want to get to St. Barths because that's the

place to be. You don't count if you're not in St. Barths or be seen in St. Barths, and that's what's it's all about.

They want to get to St. Barths because they have to be in St. Barths to be seen in St. Barths.

- Michael: So, how long of a flight is it from St. Martin to St. Barths?
- Terrance: Oh, it's a twelve to fifteen minute flight. It's really a commute. It's a hop, a skip and a jump and you're there. Our specialty is what I call a shared charter. A shared charter is where I charter the aircraft, and I offer that exclusive private charter service with all the amenities of a private charter, but the people are not paying for the whole aircraft. They're only paying for the seat that they occupy.

So, we get a lot of clients, they love the fact that they can brag to their friends that they flew into St. Barths on a private charter. People are like, "On a private charter," that's so great, but they didn't really pay for the whole aircraft. They got the service of a private charter, indeed, but they only pay for the seat that they occupy.

- Michael: How did you come up with this idea? Is this something new within the industry down there?
- Terrance: Yes because when I did some research back in 2005 in this market, you had two options to get to St. Barths. You had the option of chartering a private jet, a private plane. We don't fly jets into St. Barths, only turbo props commuter aircraft, which you can charter privately, and then the aircraft is yours for that flight, or you fly commercially. Flying commercially is you know you're just a number, and they just prop everybody into that little aircraft and fly them over to St. Barths as quickly as possible.

It was a hassle because you've got to be standing in line. You've got to be waiting. You've got to be schlepping your luggage behind you. You've got to stand in line at immigration. It takes a while to clear immigration, and then you've got to check in and it's another wait, and then you hear the flight is full and you've got to wait until the next flight.

- Michael: How often is this occurring with the regular commercial flight?
- Terrance: That's an everyday thing, and when I started back in servicing this market – I started Air St. Martin back in 2003, but when I started servicing the St. Barths market in 2005, that was an everyday thing. Aircraft would be delayed. People would get bumped off flights and they would have a hassle with their luggage. That's when I realized, "Hey, if we offer the same service and amenities of a private charter," because a private

charter, the agent meets you, gets your luggage, clear you through integration, puts you in an air conditioned vehicle, drives you down to the aircrafts, puts you on the aircrafts and you're gone.

While unfortunates are still in the terminal building standing in line trying to check in while you're already in their air flying to St. Barths and a half an hour later, you're on the beach or next to the pool drinking a cocktail. Those guys are still in St. Martin waiting to get on a flight.

- Michael: That is the advantage of a private charter. It's like how the rich people travel.
- Terrance: Exactly, what happens is I know that not everybody can afford that. So, what I did, I started taking an economic risk. I said, "Okay, what I'll do..."
- Michael: Let me ask you before you go into that, how much is a private charter going to cost someone about?
- Terrance: Right now, it's about twelve hundred dollars to charter a nine-seater aircraft. It's a twin engine aircraft, and it can take on average six to seven passengers plus luggage.
- Michael: That's round trip?
- Terrance: No, that's one way, plus taxes. Taxes right now is about \$21.
- Michael: Let's say my wife and myself and my two children want to get a private charter. Is that \$1200 divided by the number of passengers?
- Terrance: No, you'll pay for the whole aircraft. For the private charter, you're paying for the whole aircraft, and you can put all your family plus all your luggage on that one aircraft.
- Michael: But, if I'm a rich person, and I have my secretary book me a private charter, the planes happen to have twelve seats. So, I'm going to be flying my wife and my two kids and myself and it's going to cost me \$1200 each way.
- Terrance: Exactly.
- Michael: So, now you said you saw a need and you realized that everyone could not afford a private charter, continue.
- Terrance: I really realized that was a market when I would get calls and people would say, "Hey Terrance. I want a private charter. I want to pay the full price. But it's only me, my wife and two kids and you've got four seats left

over. Can you sell those seats for me? Can you find someone who would be willing to share the cost of that charter with me?"

- Michael: This was happening over and over again?
- Terrance: Yes, I keep getting those calls, and you'd see people would go online on forums, and they would advertise that, "Hey, I've got a private charter flight on that day at this time. Do you want to share?" I kept those inquiries, and I'd say, "Hey, you know, there is actually maybe a market here."

You have two types of aircrafts right now that are flying to St. Barths. You've got nine seater aircrafts and you've got sixteen seater aircrafts.

- Michael: So, there's no four seater aircrafts or five seater aircrafts.
- Terrance: There are. There are, but not much operating commercially. You have small private owners that own their own private aircraft that are like four seaters or five seaters.
- Michael: But, they're not doing the commercial business transferring people.
- Terrance: If they're transferring people, they're doing it as a private service.
- Michael: Okay, so that's what's available, a nine seater or a sixteen seater. Okay, continue.
- Terrance: So, if you're one person and you charter that aircraft, you and the pilot are sitting basically in the aircraft and you're flying to St. Barths. Hey, if you have the money, you don't care. You just care about getting to St. Barths.
- Michael: So, with that private charter, they're going to treat you well because it's a high priced thing. They're going to take your luggage.
- Terrance: The pilot or the agent is going to meet you when you get off your inbound flight. He's going to get your luggage. He's going to clear you through immigration because he's already filled in the forms. They're going to get you down to the aircraft and put you on within ten or fifteen minutes and you're on the way to St. Barths. That's what goes with a private charter.
- Michael: I'm glad I'm asking you this because a lot of people don't know this.
- Terrance: So, what happens then is that I say, "Okay, I'll take the risk. I'll charter aircraft, and I'll say, 'Hey, I've got a flight at four o'clock from St. Martin to St. Barths, and I've got eight seats on that flight and if you pay me \$300, I'll take you along on that flight."

- Michael: All right, so you said one cannot fly into St. Barths after five o'clock.
- Terrance: Five-thirty, quarter to six.
- Michael: Is there any other way you can get them to the island?
- Terrance: Yeah, once the airport closes after sunset, the only other option is to take the ferry. There's a ferry service leaving at 6:45, and that can be a fortyfive minute journey or even an hour and a half journey depending on the weather. If the weather is good, it goes smoothly. If the weather is rough, or whatever, the wind is against you, it can take up to ninety minutes for the ferry boat to transit to St. Barths.
- Michael: What does that cost?
- Terrance: That's a pretty low cost thing. It will cost around \$80, but if you can stomach it. A lot of people really can't take that.
- Michael: How many people can go on the ferry?
- Terrance: About 100 or 120 people.
- Michael: So, you book those for your clients who don't make it in on time.
- Terrance: You can book it on my website as well. You can request a ferry service, economy class or business class.
- Michael: How many flights are going into St. Barths per day during the high season, like currently?
- Terrance: Well, each operator is allowed to do twenty flights per day maximum. So, that means each operator can do about ten flights going and ten flights back, and right now out of St. Martin, there are three operators operating on that route. So, you're talking about a maximum 60 flights per day, and even that might sound maybe a lot. I don't know, but even that isn't enough.
- Michael: I see.
- Terrance: Because of the shared charter service that we provide, that is really our niche service. No one else does that because no one else takes the economic risk that I take by booking the aircraft, paying the aircraft and then trying to see if I can sell the seats. No one else does that. Everyone goes for surety, and surety is that if you want a flight, you pay for it.

What I do is I book the flight and I say, "Hey do you need a seat on my flight," and I offer that to clients, and that is really a niche service. No one else does that and because of that, I don't run much risk of losing a client to these operators, because basically they're not paying for the whole aircraft. They're paying just for the seats and they're getting the service of a private charter.

But if they were to go directly to the operator and charter aircraft themselves, they would have to pay for the whole aircraft, and they would have to pay up front, including taxes, and if they're looking to share with someone else to cut costs, they would have to go out and hustle to get someone else to share their flight with them, and that's the hard part.

- Michael: So, I asked you at the beginning, who is your ideal prospect that you would like to listen to this recording?
- Terrance: First of all St. Barths lovers, they're the people who travel to St. Barths every year and they come down every year so they know the deal, and they're looking for the fastest and most convenient way to get from St. Martin's to St. Barths or even from San Juan because there are like four points to get into St. Barths, and then I'm looking at secretaries. I'm looking at personal assistants. I'm looking at VIP concierge services. I'm looking at high net worth individuals that know about St. Barths or heard about St. Barths and have the money to spend and want to come down to St. Barths. Those are my target clients.

When a boss tells his secretary, "Hey, we're thinking about going down to St. Barths. Can you arrange everything for us?" She goes online and she starts searching because getting a flight into St. Martin's is not a problem, but getting from St Martin to St. Barths, that's where the search starts, and that's my ideal client. She's going to call me and she's going to say, "Hey, my boss and his wife and his kid are coming down to St. Martin. Can you get him to St. Barths?"

So, I would love that kind of client to listen to my recording and hear exactly my story and then get to know me, Terrance Rey, and get to hear about the service I provide so that he or she would know, "Next time I'm booking a flight for my boss, I'll call Terrance first."

- Michael: So, how do you make this experience meet the expectations of the super wealthy and famous? What are you doing to live up to that with your travel group?
- Terrance: Because we have such a good relationship with operators and they know we give them guaranteed business every year, after so many years of working together, they know the drill. They know the deal. They know the

drill. So, they know they have a client from Air St Martin booked with them, they're going to make sure everything goes smoothly and it took years to build up that relationship and get that quality service from them, but it works because they know we're giving them guaranteed business.

Because of that, now we've reached a stage where we can book clients with these operators and walk away, because we know the clients are in good hands. They'll go the distance to make sure that our clients are taken care of.

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- Michael: Throw around some famous names of some of your clients.
- Terrance: Martha Stewart, Richard Gere, Richard Branson, Timothy Dalton famous James Bond actor, we've had models Kate Moss. We've had Denzel Washington. We've had Robert De Niro, and the list goes on and on. In the email I also told you about Antonio Banderos, who did Puss and Boots, Melanie Griffith his wife and kids.

So, once we get them into St. Barths and get off the aircraft, we get the luggage for them. We bring them out. We had them to a porter or to a concierge, officer or agent and they take it from there.

- Michael: This definitely gives me a much better idea of what you're doing, the benefits, the reason why someone should choose you. So, this has been real helpful.
- Terrance: When most of these clients end up calling me, they are calling me after they have made all the arrangements to get to St. Martin and then they realize that, "Hey, we're stuck. We can't find a good way to get from St. Martin to St. Barths." Then, they call me. If they would call me in advance and say, "Hey Terrance. I'm coming down in May. I live in California and I need to get to St. Martin and get from St Martin to St. Bart. What would you recommend that I do?" Then, I will recommend, "Okay, fly to New York, connect with Jet Blue to St. Martin. Jet Blue arrives in St. Martin around one-thirty. I'll have an aircraft waiting for you and by two o'clock you are in St. Bart next to the pool sipping cocktails."

- Michael: So, they're calling you once they're in trouble. They believe that there's going to be seamless travel and service to St. Barths from St. Martin, but they're mistaken.
- Terrance: Yes, exactly.
- Michael: They think once they're in St. Martin, that they're basically there.
- Terrance: Exactly, and that's really what makes St. Barths so unique that it actually is so hard to get here, and that's what makes it worthwhile. That's why people are prepared to pay good money to get there and get there as quick as possible.
- Michael: What is this VIP and this meet and greet?
- Terrance: That is where we would have an agent meet the client on arrival. Once they get off the aircraft, we have an agent meet them at the door of the aircraft, escort them into the terminal building, put them up in a business class lounge. Take their luggage tags. Go and get their luggage. Check in their luggage for them, transfer it down to the aircraft, clear them through immigration. Take their passport and clear them through immigration, do all the formalities while they sip their drink in the business class lounge, and once all that formality is taken care of, we come back get them. Put them into an air conditioned vehicle, drive them down their aircraft. Put them on the aircraft with their luggage and the pilot takes off.

If you need to get to St. Barths, Terrance is the guy to call. Call him day or night on 1-721-581-9740 or go to his website at <u>www.airsxm.com</u> and submit a reservation request for a private charter, a shared charter, a regular commercial flight, without or with VIP Services, and Terrance will get you to St. Barths, guaranteed!