



## COMMERCIAL RIDE OPERATIONS GENERAL INFORMATION

Most anyone with a bit of adventure dreams of one day having the experience of riding in an open cockpit biplane. As a new, FAA certified production aircraft, the WACO YMF has been chosen as an excellent source for commercial ride operations. For people who are seriously determined to find a prosperous location and are willing to effectively market/advertise, the fun-filled "work" can be had!

With 2-passenger bench seating in the forward cockpit, the aircraft offers twice the revenue capability for a given flight when compared to some of the vintage single passenger aircraft. This side-by-side seating also tends to get that spouse to come along for the ride, too.

The addition of a WACO YMF to your local flightline will bring interest, enthusiasm and joy to all the onlookers. This can compliment and benefit existing business as well, such as a helicopter sight seeing operation.

There are too many fun possibilities and innovations to list out here. Good luck with your operation!

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Please note that the information provided here is for reference only; your operation will vary.

### INCOME SOURCES

#### **Pleasure Rides**

Hourly average income for rides – up to \$750.00 per hour (as per general info from some of our customers)

- Basic package: Assumes 2-person ride, \$79 - \$125 per seat (Four 15 minute schedule blocks, average of 10 minute flights.)
- Deluxe package: 25 to 30 minute biplane experience, \$125+ per seat
- Single rider package
- Bulk rent rates
- Your locations may be prime and command a higher price structure

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### **Video/DVD Tape Sales**

WACO/Centennial has developed an approved 3-camera system, allowing passengers to "take the ride home." This can be retrofitted to any WACO Classic airplane.

The Aircraft Loader loads tape before each flight, which already has a leader with info on the company and a message such as "FOR RIDES CALL 1-800-FLY-WACO." Most customers will seriously consider purchasing the video for \$25 or so after the flight. This becomes an incredible, targeted advertising campaign, as most people will show at least 10 friends and family members the tape. After a year or two of operation and thousands of tapes out there, the return business will be tremendous. VHS, DVD, or other digital recording methods can be configured.

### **Hats/T-shirt/Jackets/Postcards Sales**

Whatever promotional items you can think of are typically high margin sales items.

### **Corporate/Event Ride Contracts**

Some Commercial Ride Operators have quite successfully made arrangements with local hotels and conference centers to offer their customers an opportunity to rent the aircraft at daily or weekly rates. For example, a company holding a conference at a local hotel could purchase rides for executives, managers or special employees during their stay. This offers the opportunity for advanced booking at bulk rates.

### **Gift Certificates**

Gift certificates can be sold at community events, malls during Christmas, etc. (We have heard that a percentage of these will never be redeemed, so make sure expiration dates are put on the certificate.)

### **Dinner Experience Packages**

Instead of concentrating on just the \$99 rides, sell a luxury package for those higher-income customers looking for something new and exciting to do.

A luxury package could include limo service from their home to the airport (complete with champagne), a 30+ minute biplane experience, limo to a great restaurant (make a deal with the restaurant, they may pay you to bring them) and finally a limo ride back home. This might be a \$750 to \$1500 package. If done well, they will tell their friends.

### **Banner Towing**

One of our customers charges \$600+ /hr., and booked a \$30,000 contract to tow banners for a local car dealership. Banners can also be used to fly along the beach with "RIDES 1-800..."

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## **Expenses**

Pilot Salary  
Support Staff (Aircraft Loader?)  
Marketing (ads, brochures, promos)  
Hangar & Sales Booth  
Insurance  
Aircraft Payments  
Misc. flight time for promo/VIP rides and personal aircraft use

### Hourly operating cost estimates

(Numbers listed are estimates; you need to assess local conditions)

Fuel (15 gph @ 3.75/gal)	\$56	
Oil	\$ 3	
Maintenance Reserve	\$35	(100 hr. inspection, approx. \$2,000 - \$2,500)
Engine Reserve	<u>\$16</u>	(engine has a 1200 TBO- Time Between Overhaul.)
Total	\$110/hr estimate	

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## **Which Biplane, the YMF Classic or the YMF SUPER ?**

The first 36 aircraft built by WACO Classic Aircraft Corporation are the YMF Classic. The YMF Super, currently in production, offers improvements over the Classic such as increased gross weight, a larger entry door, and a larger cabin.

While a YMF Super is the preferred machine for commercial ride operations, both aircraft serve the role well.

If your operation is better suited financially to a pre-owned aircraft, WACO Classic typically has one or two available. WACO aircraft have notoriously maintained their value; in fact, most of the YMF Classics sell on the pre-owned market at prices higher than the original purchase price.

WACO Classic Aircraft Corporation offers both new and pre-owned aircraft and is happy to help define the best option for your need.

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