

## INSIDER

(Note: Check out Air Royale below!) ←

### IF YOU'RE GOING TO GO...GO FIRST CLASS

**EOS airlines are spy-worthy.** Since launching their first flight in October of 2005, the competition have kept a close eye on this airline—sending their employees on Eos flights and having them report back on the premium class experience. The detectives found passengers filling more than half of each Boeing 757 flight, and enjoying a spacious 21-square foot private suite.

Catering to international business executives and seasoned veteran travelers who make more than ten transatlantic flights a year, David Spurlock, a former British Airways executive, is making his rivals run for their money. Typical published fares on Eos are 20 to 40 percent lower than those of British Airways and Virgin Atlantic—a significant value to their customers.

When fully booked, 48 passengers have more room to relax and work than on the standard Boeing 757, which seats 220. Passengers have the option of lying fully flat in the 78-inch long bed, or dining face-to-face with a colleague, leaving stepping over neighbors a thing of the past. Each "suite" is laid out in a staggered design with a foot of room between them, allowing passengers to move around without disturbing their neighbors.

If you can't sleep, request a portable movie player, stocked with 20 films, and the Bose noise-canceling headphones. Once you're ready, turndown service is available with choice of pillow (Tempurpedic or down) and a cashmere blend blanket.

While Virgin's business class operates a premium cabin connected to economy on the same flight, Spurlock wanted to take the mass market feel away from the first-class

experience. "It's like having a Four Seasons and attaching a Motel 6," he says. "What we're offering is a unique end-to-end experience. From the minute you pick up the phone there's a personalized approach. You're treated by name and not number."

And the luxe life doesn't end there. Teaming up with Quintessentially, a London-based concierge service, passengers can take advantage of scheduling last minute transportation and securing hard-to-get theater tickets.

**Want to know how the others stack up? Check below.** ←



Service Elements	EOS Premium Class	Virgin Atlantic Upper Class	British Airways Club World	Air Royale International
Express check-in	Yes	Yes	Yes	Yes
Unlimited carry-on luggage	Yes	No	No	Yes
Personal Space (sq. ft.)	21	16.32	15.06	N/A
Lie flat bed/length	Yes (6'6")	Yes (6'0")	Yes (6'6")	Queen Bed
Laptop power outlet at seat	Yes	Yes	Yes	Yes
In-flight gourmet	Yes	No	No	Yes
Cashmere blanket & choice of pillow	Yes	No	No	Yes

#### Trump University Hits Big Numbers

IN ITS FIRST YEAR,

**20,000**

STUDENTS HAVE ENROLLED IN A TRUMP UNIVERSITY COURSE SINCE MAY 2005.

**10 million**

( Number of blogs according to the *New York Times* )

**31.6 million**

( Number of blogs according to the *Ottawa Citizen* and the *Ann Arbor News* )