



## **COMMERCIAL RIDE OPERATIONS GENERAL INFORMATION**

### **WACO YMF-5 & Great Lakes 2T-1A-2**

Most anyone with a bit of adventure dreams of one day having the experience of riding in an open cockpit biplane. As the only new FAA certified production biplanes, the WACO YMF and Great Lakes are both excellent aircraft for commercial ride operations. Being new, they are well supported by the manufacturer, have a ready supply of parts, and are favored by insurance companies.

All successful ride operations share three common traits:

- 1) A good location that attracts tourists, has a convenient airport and scenery.
- 2) A good operator skilled in marketing and piloting.
- 3) The best aircraft (maintainability, comfort for pilot and passenger alike and insurability)

With 2-passenger bench seating in the forward cockpit, the WACO YMF aircraft offers twice the revenue capability for a flight when compared to other “vintage” single passenger aircraft. This side-by-side seating also tends to get that spouse or friend to come along for the ride, too.

The Great Lakes, with one seat, offers better aerobatic capability and additional revenue options for aerobatic or thrill rides, while still offering a great biplane experience.

The addition of a WACO YMF and Great Lakes to your local flight line 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!



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

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## **INCOME SOURCES**

### **Pleasure Rides**

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

Example:

- Basic package: 20 minutes, 1 person, \$175-\$275+, 2 person, \$225-\$350
- Medium package: 40 minute biplane experience, \$305 to \$449
- Deluxe package: 60 minute ride, \$375 to \$700
- Bulk rent rates
- Your locations may be prime and command a higher price structure

### **Video Sales**

With the advent of mini “POV” or action cams like the “Go-Pro” recording the flight has become an easy task. Most customers will seriously consider purchasing the video for \$25 to \$49 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

### **Hats / scarf's / goggles / 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 customers to 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**

<u>Item:</u>	<u>WACO</u>	<u>Great Lakes</u>
(Numbers listed are estimates; you need to assess local conditions)		
Fuel (16 gph @ 5.00/gal)	\$80	\$55
Oil	\$ 1	\$1
Maintenance Reserve (100/hr insp)	\$20	\$10
Engine Reserve (non-aerobatic engine)	\$22	\$15
<b>Total (estimate)</b>	<b>\$123</b>	<b>\$81</b>



## **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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