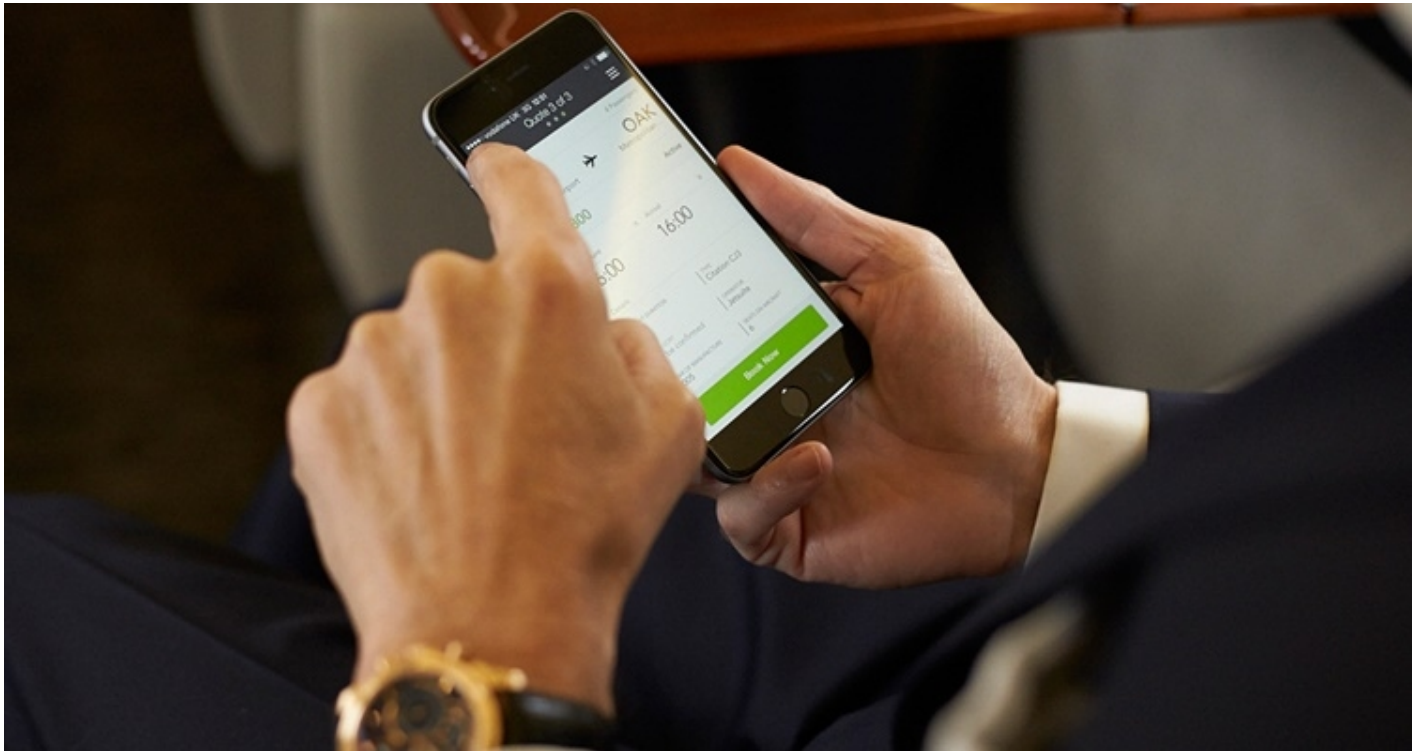




VICTOR LAUNCHES POPULAR APP FOR JET-BOOKING GERMAN TRAVELLERS

News / Business aviation



Victor, the global jet charter pioneer, today launched a new version of its highly successful booking app specifically for on-the-go German fliers and the wider German-speaking DACH market.

Discerning travellers with their iPhones set to display German language will now be able to view Victor's hugely popular iOS app in German, making this easy, time-saving method of booking private jets 'on demand' even quicker and easier.

The Victor app first launched in March 2015 for both UK and US customers. The first charter app of its kind, it offered an unprecedented, fully transparent side-by-side comparison of jets and operators and fully end-to-end booking experience. Following a few simple taps, travellers can view specific aircraft details (everything from tail number to on-board amenities), review instant, highly accurate estimate pricing, and in turn make speedy bookings, all from the convenience of their smartphone or tablet.

For each booking, the Victor app provides a dynamic flight itinerary that is constantly updated. This includes pilot details and helpful information on the time it takes to get from the flier's current location to their private jet terminal, even allowing for road and traffic conditions. Once you're booked via the app, the boarding pass can be saved to your device's Passbook and flight information shared with other passengers in your network via email. Cutting-edge, propriety technology also allows travellers to manage the complex logistics of their journey whilst flying. The

Victor app even provides updates to a user's Apple Watch, if they have one.

Victor's app currently contributes to a significant 60% of total bookings. So far, direct app bookings have ranged from 5,000 to 190,000 euros in value. Fliers who previously used traditional brokers and paper contracts to book large flights are now trusting smart technology to safely and securely book those same flights alongside their regular light aircraft needs. The app, backed by Victor's 24-7 team of 'high touch' customer service experts, offers members speedy access to thousands of different private jets around the world, allowing them to fly 'on demand', where, when and how they want.

"Private jet charter is well established across the DACH region of Germany, Austria and Switzerland, so we're excited to be launching a tailored app that further enhances the unique benefits of the Victor marketplace there" Mike Ryan, co-founder and head of supply for Victor, explains. "A few simple taps of the phone in your pocket, and you can be flying in as little as four hours. The comfort and seamless convenience of tech-driven private charter by Victor is hard to deny, whether you're travelling for leisure or business."

Last month, Victor announced that across the first four months of 2016, 34% of its bookings were made by UHNWI customers who had never flown privately before. Victor is bringing the major benefits of private jet charter to new audiences, and growing the market, thanks to its tech-driven demystification of the traditional, often opaque charter booking process through brokers.

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