



XOJET RELEASES 2015 MID-YEAR UPDATE

News / Business aviation



XOJET, Inc., a leader in [private jet charter services](#), announced today that it has surpassed projections in the first half of 2015, delivering 51 percent increase in EBITDA and 20 percent increase in retail charter business. In addition, the company added 100 new Preferred Access clients, as well as continued to grow its portfolio of enterprise clients, representing Fortune 500 companies which typically fly over 100 hours per year.

"XOJET's high-touch service and flexible product offering allows for a smarter way to fly private," said CEO Brad Stewart. "Consumer habits are continuing to shift away from fractional ownership models towards more on-demand, pay-as-you-fly experiences and we're optimistic that we will continue to see substantial growth, particularly in the San Francisco Bay Area, Los Angeles and the New York tri-state area, as more individuals and companies realize the value and benefits of

XOJET versus fractional programs."

The company also experienced a dramatic increase in overall market awareness following the launch of its summer [Take Command](#)™ marketing campaign, which featured a commercial, demand-driving message focused on summer flying; and the launch of its new mobile website. In the second quarter of 2015 alone, XOJET's online traffic was up 40 percent with web-generated sales leads up more than 99 percent. Having doubled its Facebook fan base over the past year, the company's social media presence is stronger than ever, achieving a milestone of becoming the number one "most liked" private jet company in North America.

Following this momentum and in an effort to continue growing its lifestyle offerings, XOJET activated partnerships with NBA champion, the Golden State Warriors, Auction Napa Valley and IfOnly, while also expanding luxury travel partnerships with Butterfield and Robinson, and luxury communities such as Yellowstone Club.

"Connecting with our audience and having a 360-degree view of our brand and marketing programs is central to our success and the results are speaking for themselves," said Chief Marketing Officer Shari Jones. "We're always focused on creating smart solutions for our clients that work with the way they want to experience private aviation."

26 AUGUST 2015

ARTICLE LINK:

<https://virginia.50skyshades.com/news/business-aviation/xojet-releases-2015-mid-year-update>