

TRAVEL AND HOSPITALITY

## XOJet provides fleet to JetSmarter to entice millennials

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*XOJet partners with JetSmarter*

By BRIELLE JAEKEL

Private aviation company XOJet customers will now be able to book through mobile application JetSmarter to fly its charters.

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XOJet is lending its fleet exclusively to JetSmarter, ahead of the digital aviation marketplace's new app. The partnership means faster booking and cheaper flights for members, who can now quickly grab a ride through the app.

"Our partnership with JetSmarter has allowed us to strengthen our presence in the digital space, an important part of XOJet's commitment to offer world-class private jet services and solutions," said Brad Stewart, CEO of **XOJet**.

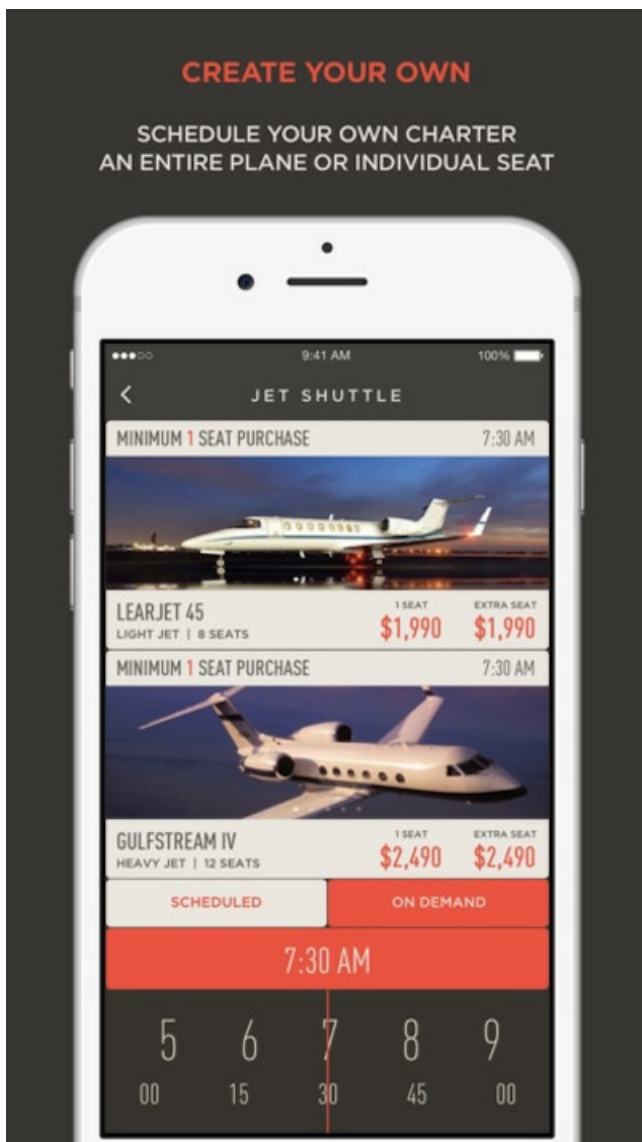
"This is the first time a leading private jet owner-operator like XOJet has exclusively committed its fleet to a digital player — representing the continued evolution of the private jet industry towards fully integrated, on-demand solutions and away from fractional models," he said.

"Additionally, client-facing technology is changing how people do just about everything, including how private aviation consumers expect to book trips and manage their accounts. By partnering with JetSmarter and creating an app, we are catering to our clients' need for a mobile experience without sacrificing the level of personalized service they expect from **XOJet**."

### Jetting smarter

Mobile app JetSmarter is known for helping affluent consumers hail a private jet in a matter of a few taps to simplify the booking process.

JetSmarter, an Uber-like service for the sky, has three tiers of booking options to ensure that all demographics of fliers using the app have access to options that fit their plans when needed. In the past, private aviation bookings have been complicated, but through mobile apps, as with much of the purchasing process eased by these platforms, scheduling a flight has become much simpler, causing more and more charter companies to emerge ([see more](#)).



*JetSmarter's current mobile app*

In the past, some affluent consumers were interested in the bragging rights associated with owning and flying in a private jet, but now, behavior has shifted to a more frugal standpoint. Today, it is more common to brag about the money saved through a trendy app such as JetSmarter instead.

XOJet's fleet will now be available for booking through the digital aviation marketplace. To onboard its loyal customers to JetSmarter, XOJet Preferred Access and Elite Access members will receive free subscriptions.

A separate app will be created for XOJet, and will launch in spring of next year. Customers will be able to book in real time with preferred pricing.



*Users can book flights in real time*

However, XOJet Preferred Members will have access to membership benefits such as booking shared charter flights, shuttle flight seats and last-minute deals. The initiative and JetSmarter's program is a reflection of the instability of the private jet sector.

The program helps jet owners fill their planes for less flights without excessive empty seats.

Millennial appeal

XOJet is hoping to engage and entice millennials through the new partnership, which takes on a modern and competitive strategy. It has taken on a wide range of marketing initiatives to appeal to the younger affluent.

Recently, the private aviation brand showed how it gives "power to the passenger" through a marketing campaign.

XOJet used programmatic retargeting and search as well as videos and still images to alert consumers to its flexible and convenient services, which differ from fractional jet ownership. The market for private flying is small, so carefully crafted and well-targeted advertisements are essential to keep a brand visible in a compact marketplace ([see more](#)).

"Private aviation customers are becoming much smarter today and want alternatives on a trip-by-trip basis," said Sergey Petrossov, founder and CEO of [JetSmarter](#). "Even private jet owners can't always justify flying their own aircraft, either due to route or passenger amount.

"So whether you have a fraction, jet card, or simply charter, one size does not always fit when it comes to flying private," he said. "Sometimes you need a whole plane last minute, and at other times you could do just fine with a seat from New York to Florida when traveling by yourself or with plus one.

"Efficiency and cost savings is driving most decision making when it comes to transportation, and customer behavior is reflecting that. XOJet understands this trend, and they have been a leader in innovating flight products

that lowered the cost of flying private, especially in markets like Los Angeles to New York."

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