

TRAVEL AND HOSPITALITY

HNA solidifies segmentation in aviation with online hub

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Image courtesy of VistaJet

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HNA General Aviation is making all forms of flight travel more accessible for affluent consumers through an online network.

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The aviation group is launching its Air Community in which users will have access to all forms of aviation services such as training, helicopter flights and private jets. Customers will be able to book numerous transactions, connecting them with a multitude of operators.

"For the very first time all services across the supply chain of the General Aviation industry in China are offered on a single e-commerce platform, with plans to further integrate products from a global network of operators," said Iran Monroy, brand manager at HNA. "The company behind this website is HNA General Aviation Investment Group, the largest company of its kind in China and a wholly owned subsidiary of the Global Fortune 500 HNA Group, which subsidiaries are the largest operators the region including Deer Jet, Capital Helicopters, Honor Aviation Services, among others."

Innovating with aviation

Currently launched in beta in China, Air Community provides up-to-date flight information along with online forums and booking capability.



Private Jet from Magellan

Users can view air traffic information as well as gain insight for flight planning.

The online hub for the aviation industry leverages data processing and cloud services to compile information from the wide-ranged aviation industry.

HNA is hailing Air Community as "the largest network of business jets, helicopter charters, industrial parks and training centers." The idea is to streamline industry segmentation and better serve supply and demand.

Deer Jet, Capital Helicopters, Xilin Fengteng General Aviation, Guanchen General Aviation and Hainan Aviation Academy are among the many aviation firms already available on the Web site. The number of providers will grow as the online hub matures.

In an example of how the service can be used, consumers are able to book a helicopter taxi service from Capital Helicopters that takes travels back and forth from the Chinese cities of Haikou and Xuwen.



Image courtesy of Four Seasons

Customers can now travel between the two cities within just ten minutes, cutting down on traffic digestion.

Private jet booking

Booking services and platforms for private aviation has becoming more sophisticated as technology has grown.

For instance, private aviation marketplace JetSmarter extended its on-demand services with the launch of home rentals within its mobile application.

The service, which debuted Feb. 24, allows JetSmarter members to book a staffed home by the week. As JetSmarter looks to transition from a mobility provider to a lifestyle community, this addition to its app further rounds out its offerings ([see more](#)).

Also, Global aviation firm VistaJet looked to usher in bookings from China's digitally savvy consumers through a conversational commerce endeavor with a potential to tap a large audience.

WeChat, Chinese consumers' predominant platform in communicating with brands and retailers, now houses VistaJet's newest sales platform. The aviation firm is hoping to increase bookings with convenience by tapping into

an already established user behavior ([see more](#)).

"This e-commerce platform uses the most advanced Big Data and Cloud Computing systems to optimize distribution, electronic payments, data analysis and market research," Mr. Monroe said.

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