

TRAVEL AND HOSPITALITY

JetSmarter's seat bookings see triple-digit growth after opening to non-members

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JetSmarter's disruptive efforts seem to have paid off. Image credit: JetSmarter

By STAFF REPORTS

Private aviation company JetSmarter has reported triple-digit growth year-over-year in seat bookings, indicating a strong desire among affluent travelers for disruptive jet services.

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The company reports that seat bookings have increased by 116 percent year-over-year. JetSmarter's innovative take on private aviation, allowing customers to rent seats rather than the entire jet, has made it a popular choice among young affluent travelers.

Triple-digit growth

JetSmarter's goal from the beginning was to change the way people interact with private jets.

The most recent iteration of this was when the company opened flight bookings to non-members, allowing anyone to rent seats on a private jet.

Since opening up bookings to non-members, JetSmarter has experienced four times month-over-month growth in non-members booking seats on its jets.

Additionally, shared flight frequency has gone up by 20 percent, indicating that customers are partial to this new business model.



Mikhail Gaushkin, chief revenue officer at JetSmarter. Image credit: JetSmarter

These numbers come just a few months after JetSmarter brought a new name to its executive suite with the hiring of Mikhail Gaushkin as chief revenue officer.

Mr. Gaushkin joins JetSmarter with a focus on managing the company's branding, revenue and marketing operations. His arrival at JetSmarter coincides with the company's move towards democratizing private aviation and opening up new business models ([see story](#)).

Since his arrival, JetSmarter has increased its revenue and sales thanks to more on-demand flight creation.

1 thought on “JetSmarter’s seat bookings see triple-digit growth after opening to non-members”

1. Joe Mattson says:

August 22, 2018 at 6:37 am

JetSmarter Owes money to many employees and threatens members and outsiders who want to speak the truth about their business tactics and their level of current funding.

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