

TRAVEL AND HOSPITALITY

## JetSmarter revamps for seamless use

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*JetSmarter's new partnership seeks to improve the unique value of membership. Image credit: JetSmarter*

By STAFF REPORTS

Private jet booking service JetSmarter is expanding its booking capabilities online with a new design for easier use.

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Users can now make a profile to easily book flights online and on their mobile devices right on the homepage of JetSmarter's digital hubs. The desktop Web site provides a detailed outline of how to book flights through its service.

### Flying online

A new bookings page encourages users to search seats on scheduled flights or create a new flight from start to finish.

Flights can be created through origin, date, time of departure and exact aircraft.

"As we continue to grow as a brand, our goal is to create strategic, user-friendly offerings to make travel as seamless as possible for our community," said Sergey Petrossov, founder and CEO of JetSmarter. "Mobile bookings are ideal for our users because it stands with our motto of making travel easy and fun as it should be."

"Through our new Web site booking option, we're able to provide our users with the perfect balance of choice and flexibility for booking travel," he said. "As our business model grows, we will continue to evolve our methods by listening to the needs of the JetSmarter community."



*JetSmarter's previous mobile app. Image credit: JetSmarter*

JetSmarter also helped its passengers seamlessly receive high-end ground transportation through a partnership with CarHopper.

Exotic car rental service CarHopper is providing JetSmarter members with the ability to rent vehicles directly through the latter's mobile app. Members will be able to book rentals with brands such as Ferrari, Bentley and Lamborghini ([see story](#)).

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