

TRAVEL AND HOSPITALITY

## XOJet shifted towards services to succeed in access economy

October 17, 2018



*The XOJet brand will remain intact after being acquired by Vista Global. Image credit: XOJet*

By SARAH RAMIREZ

NEW YORK Private aviation firm XOJet continues to capitalize on the on-demand economy with its commitment to service and wide-ranging jet offerings to meet clients' needs.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

At Luxury Interactive on Oct. 16, James Henderson, president of commercial operations at **XOJet**, presented a case study, "How Moving to a New Model Led to Run(a)way Growth." Over the course of five years, XOJet evolved to become a full-service, on-demand platform with new membership tiers and brand partnerships to better serve the growing customer base for private aviation.

"Utilization in private aviation is the most important thing," Mr. Henderson said.

In September, flight solution provider Vista Global Holdings acquired XOJet, increasing its offerings to 115 business jets.

Also the owner of VistaJet, Vista Global will now have control of XOJet's 43 aircrafts, strengthening the company's presence in North America. The XOJet brand will remain intact, operating under the Vista Global company ([see story](#)).

### On-demand jet setting

There are more ways for the wealthy and ultra-wealthy to access private aviation than ever before, from full and fractional ownership to charter aviation and jet sharing.

XOJet's wheelhouse, on-demand flying, is growing at faster rates than full and fractional ownership. Fractional ownership requires long-term commitments and allow for specific periods of use, while XOJet offers on-demand charter services without contracts.



*XOJet's James Henderson speaks at Luxury Interactive*

The typical private aviation consumer has a net worth of \$50 million, and this market is growing in the United States. Although some with smaller net worths still fly private because they consider it aspirational, the main appeal for private flyers is in efficiency, privacy and security.

While XOJet owns and operates a fleet of more than 40 super-mid jets ideal for transcontinental flights, the firm also has more than 1,500 partnerships to provide its clients access to planes of various sizes for different types of trips.

The rate for flying with a super-mid jet varies from \$8,000 to \$10,000 an hour.



*Interior cabin of an XOJet. Image credit: XOJet*

XOJet has also introduced a three-tier subscription-based product portfolio, XOJet Access Solutions. The membership model requires deposits of at least \$50,000.

Client services is a priority for XOJet, as the company counts more than 80 customer-facing professionals out of its workforce of 450. All XOJet members are assigned a personal aviation advisor.

#### Client initiatives

Prior to acquisition, XOJet looked to build on its recent growth with two new appointments.

Mr. Henderson was promoted to president of commercial operations, while Gregg Slow has been named chief client officer. Last year, XOJet grew its bookings by 30 percent, and it is focusing on client experiences to drive further expansion.

In 2017, XOJet made a number of investments into its commercial operations, including the launch of a new suite of membership programs dubbed Access Solutions. The company also expanded its retail footprint, charter brokerage and operator network ([see story](#)).

XOJet also turns to brand partnerships for content sharing, cross referrals, and enhanced member benefits.

Through XOJet's partnership with Mandarin Oriental, its Preferred Access and Elite Access clients will be eligible for privileges at the hospitality brand's hotels and resorts. One of the programs that developed out of the partnership is a special college tour package that allows affluent families to fly private to multiple destinations to visit colleges while staying at Mandarin Oriental suites ([see story](#)).

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.