

Q&A

Aviation consolidation offers consumers better tech solutions

November 19, 2018



A private plane in VistaJet's fleet. Image credit: VistaJet

By SARAH RAMIREZ

As private jet travel becomes more accessible and appealing to younger affluents, aviation firms are making moves to introduce new technology that streamlines the booking and travel process.

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In September, flight solution provider Vista Global Holdings acquired private aviation firm 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 ([see story](#)).

"Across the industry, we are seeing that the average age of passengers is decreasing and the use of technology platforms within that demographic is increasing," said Ian Moore, chief commercial officer at [VistaJet](#), Zurich.

In this Q&A, Mr. Moore discusses trends in the aviation industry, the future of XOJet and VistaJet and how technology will impact consumer relations.



Ian Moore, CCO at VistaJet. Image credit: VistaJet

What made the acquisition appealing?

There was only one company in North America that had a similar mentality to VistaJet with an asset-free, branded solution. The management team and company ethos is also very much aligned, so it was an obvious choice for Vista Global Holding's first acquisition.

There is a great demand for XOJet's product on a global scale which fits with [founder and chairman of Vista Global] Thomas Flohr's expertise in taking business models international.

How will Vista Global incorporate XOJet's technology into its own business practices?

There is opportunity on both sides for technology to be shared. XOJet's demand management tool will be of particular value to all Vista Global companies and VistaJet's front and back-end proprietary systems will be of benefit to XOJet customers in the future.

What impact will the technology have on customer growth?

Speaking to today's and the future's customer, technology is vitally important and there are major growth opportunities in this sector.

What is next for XOJet and Vista Global?

For XOJet, we are looking to continue its growth in North America and take the company international there is plenty of runway left. For Vista Global, we are hugely enthusiastic and with four businesses within the group, we are now fundamentally focusing on executing the plan and vision that Thomas set-up.

Do you expect more private aviation firms to consolidate?

Yes. It is a highly fragmented industry and the reality is that scale wins in most industries so others will be forced to consolidate it is highly overdue.

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