

TRAVEL AND HOSPITALITY

Vista Global takes off with new private flying platform

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VistaGlobal has introduced a new private aviation platform. Image credit: XO

By SARAH RAMIREZ

Flight solution provider Vista Global Holdings is launching a global jet digital marketplace, empowering clients to choose the best flying options for their needs through a centralized platform.

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Dubbed XO, the new brand replaces Vista Global's XOJet and JetSmarter, and will offer travelers more flexibility in the realm of private flying while emphasizing digital solutions. It is the first major unveiling from Vista Global since the parent company of VistaJet acquired private aviation firm XOJet in September 2018 ([see story](#)).

"XO is the beginning of a new world for all on-demand flyers, with global business jet access and instant digital booking," said Ian Moore, chief commercial officer at [Vista Global](#). "Whereas in the past, business aviation customers would have to navigate a complex, time consuming offering with no transparency, they will now be able to fly anytime, anywhere, at a moment's notice.

"XO will offer more flexibility than ever before for those flying private," he said. "The end-to-end offering is unmatched in the market and provides a seamless experience to existing and future customers."

Flying XO

Using JetSmarter technology, the XO platform will offer private flyers a range of options, including a fixed-rate program, on-demand charter and seat sharing.

Through XO Charter, clients have charter access to 1,500 private jets, including 116 owned aircrafts, from light to midsize cabins and super-mid to long-range. Customers can book online, through a mobile application or with a personal aviation advisor.



Interior of an XO plane. Image credit: XO

XO is also offering a sharing model, XO Seat Sharing, geared towards flyers who only need to book an individual seat or those who are willing to sell seats on their own chartered flights. Members are able to create shared flights, while non-members can join a flight on the online platform.

Travelers will not be required to purchase memberships to book private flights, and can opt for "pay-as-you-go" non-member rates.

Those who are interested in investing in an XO membership will still be able to choose from different tiers that reflect their lifestyle and travel habits.

All members are also assigned a personal aviation advisor and get guaranteed availability of private charters with 24-hour notice on non-peak days.

Priced at \$5,000 a year, Select Access is XO's entry-level membership for consumers who usually fly less than 25 hours annually. These members will still be able to earn flight rewards and priority access.



XO will offer three membership tiers. Image credit: XO

Signature Access and Elite Access memberships both require deposits of \$100,000, but have different monthly fees.

However, Signature Access members pay dynamic member rates, while Elite Access clients pay a fixed rate per private charter. Reward rates also vary.

Current XOJet and JetSmarter members will be able to access the platform and can switch membership packages with the launch of XO.

Travel tech

While XO is primarily geared towards business travelers, Vista Global's VistaJet is leaning on partnerships and services to differentiate its flying experience and brand, looking to simplify air travel for clients who are wealthy yet time poor.

The private aviation firm is seeking to turn the cabin into the extension of a family home, with services that focus on real needs rather than extravagance. Responding to a client need, the company is now extending its offerings to non-human family members with the launch of VistaPet, a global travel program that focuses on making pets feel more comfortable in the air ([see story](#)).

The XO platform is the latest example of how private jet travel is becoming more accessible and appealing to

younger affluents by leveraging technology.

A survey from Revolution.Aero predicts using technology to streamline the booking process is poised to have a significant impact on customer growth. As booking private jet travel becomes easier it will likely coincide with a dramatic drop in the age of a typical private jet customer within the next five years.

Two-thirds, 67 percent, of aviation professionals also believe that it will become easier to book individual seats on private jets because of new technology and mobile applications ([see story](#)).

"We noticed demand shifting steadily towards digital solutions in the industry, and this was our opportunity to address the \$11 billion per year global market for on-demand business aviation," said Vista Global's Mr. Moore. "We also see a new market of members moving up from commercial first and business class.

"XO fulfills our vision to serve every single customer in the business aviation market," he said.

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