

TRAVEL AND HOSPITALITY

Private air consolidation continues with latest Vista acquisition

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Vista is growing its presence in Europe. Image credit: VistaJet

By LUXURY DAILY NEWS SERVICE

Private aviation group Vista Global is strengthening its positioning in Europe and the Middle East with the acquisition of Germany's Air Hamburg.

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Once the transaction is completed, more than 40 additional aircraft will be available to members across the VistaJet and XO fleets. The move follows Vista's recent integrations of Red Wing Aviation, Apollo Jets and Talon Air.

"Today's announcement brings a renowned institution of the European private aviation market into the Vista group and complements our growth and service offering across Europe and the Middle East," said Thomas Flohr, founder and chairman at **Vista**, in a statement.

"Air Hamburg is an impressive, well-established and profitable business with a long-standing track record in best-in-class client service," he said. "Like Vista, it is known for its reliability and consistency throughout a scaling fleet and high utilization.

"Vista's leading flying solutions, with a business model based on a floating fleet, allows us to implement a quick, seamless integration. This is yet another demonstration of Vista's unrivaled commitment to ensuring all our members have access to the best value flying solutions across the world at any given moment."

European expansion

Air Hamburg, which was founded in 2006, flies to more than 1,000 European destinations, making it the largest private jet operator in Europe in terms of flights. It recorded more than 35,000 flight hours in 2021, and Vista expects a 30 percent increase on a combined basis following the acquisition.

The transaction, which involves Air Hamburg's operating platform and maintenance services, will also bring Vista's market share of the global charter market to about 15 percent.



Demand for private travel has increased during the COVID-19 pandemic. Image credit: VistaJet

More than 650 Air Hamburg employees will join Vista, including the experienced management team.

"This cooperation between two of the largest operators means increasing our stability and securing further growth for our business while allowing our team to showcase their strength and competencies to the most sophisticated clientele," said Floris Helmers, CEO and managing director at [Air Hamburg](#), in a statement.

"We are looking forward to this next chapter in joining the Vista group."

Vista continues to lead consolidation across the private aviation industry as demand for these services climbs.

According to a January 2021 survey from online platform Private Jet Card Comparisons, reported that 41 percent of new private aviation clients plan to continue flying privately "regularly" after the pandemic. Furthermore, about four in 10 respondents who were flying privately before the pandemic expect to increase their usage once the pandemic ends ([see story](#)).

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