

TRAVEL AND HOSPITALITY

## Vista sees record sales as membership grows 43pc

August 9, 2022



*Vista is poised for a successful year after hitting a new sales record for the first half of 2022. Image courtesy of Vista*

By LUXURY DAILY NEWS SERVICE

Private aviation group Vista Global Holding is reporting record sales for the first six months of 2022 driven by a 43 percent increase in membership despite ongoing global economic challenges.

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

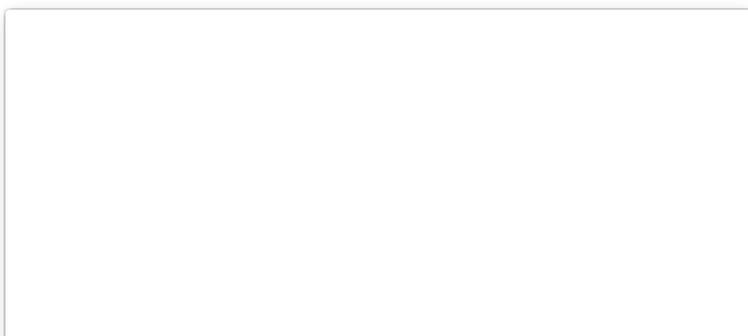
VistaJet's subscription program saw a 25 percent increase in membership due to a 76 percent increase in program hours sold for the first half of the year. The number of XO's deposit members also continued increasing by 33 percent against the same time last year.

"It has been an impressive start to 2022 for Vista as we continue to grow across all markets globally, particularly in the United States," said Thomas Flohr, founder and chairman of Vista, in a statement. "As business aviation remains robust, we have seen huge demand as clients turn to Vista for their flying needs.

"Contract sizes continue to grow as clients add hours to fulfill their flying requirements around the world," he said. "Vista's trusted brands, shared economy model, asset-light offerings away from full or fractional ownership and proprietary technology create superior client value and elevated end-to-end experience."

### Flying high

Regionally, North America accounted for nearly half of VistaJet's program revenue driven by existing clients adding hours and new client subscriptions.



[View this post on Instagram](#)

A post shared by VistaJet (@vistajet)

Despite uncertainty in the global economy, Europe was the fastest growing region in terms of flight activity and revenue, both of which more than doubled year-over-year. VistaJet's program sales followed suit with hours sold up 65 percent.

In Asia, activity is accelerating as there was a 77 percent increase in hours sold y-o-y, while the Middle East saw a rise of 60 percent.

Vista credits the overall strong performance to both rising interest in private aviation as well as its expanded fleet, which grew from around 200 aircraft at the end of 2021 to more than 350 by June 2022.

Over the last decade, Vista has invested more than \$4 billion in its fleet expansion.

In March, Vista acquired private aviation services platform Jet Edge, an integrated charter, management and brokerage platform and a provider of large cabin and super-midsize private jet charter and aircraft management services ([see story](#)).

This acquisition, which closed in May, was part of Vista's strategy to transform the fragmented business aviation ecosystem and increase its presence across the core regions of North America, Europe and the Middle East.

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.