

TRAVEL AND HOSPITALITY

## VistaJet boasts record performance in 2022 with 50pc YoY revenue growth

January 25, 2023



*VistaJet's surge in subscription services propelled its record growth in 2022. Image credit: VistaJet*

By LUXURY DAILY NEWS SERVICE

Private aviation company VistaJet is riding a high, having just announced a record revenue increase of 50 percent year-over-year in 2022.

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Though several factors contributed to this milestone, the largest driver was the brand's strong growth in subscription services and solutions. What is more, the brand expanded its fleet, investing in several landmark acquisitions.

"It has been an incredible 2022 for Vista with strong growth across all of our core regions and offerings during the year," said Thomas Flohr, founder/chairman of [VistaJet](#), in a statement.

"Our 2022 results clearly show that Vista is the go-to solution for new and existing members who are increasingly turning to asset-free offerings," he said. "We have hugely invested in our global infrastructure, ensuring our clients have the best aircraft available, across every corner of the world, backed by the latest technology."

Up and up

Vista Global Holding is the world's number one private aviation group.

VistaJet's growth flew in the face of several economic hinderances in 2022. The group saw its number of flights sold last year increase by 28 percent in total, and particularly in the Middle East, where the increase was 69 percent.

On the domestic side, New York saw the majority of client flight activity, with London and Paris following.

Demand for VistaJet membership, and its accompanying subscriptions and services soared to 74 percent in 2022, a rate of more than three times that of the period before the pandemic.

These membership subscriptions are offered in three-year increments, giving an idea of demand going forward.

Another major aspect to the group's 2022 success was the expansion of its global reach.

VistaJet welcomed a number of acquisitions into the fold including Air Hamburg, which is by number of flights the largest operator of private jets in Europe. Its acquisition of U.S.-based charter operator JetEdge contributed toward its

growth in scaling that same country as well as Europe and the Middle East.

U.S.-based Camber Technologies, which the group also acquired last year, aided in helping to automate VistaJet's internal booking and scheduling systems.



*VistaJet Program membership soared in 2022, among both existing and new members. Image credit: VistaJet*

In a move that is reflective of its commitment to environmentally sustainable practices, the group invested in Switzerland-based Dufour Technologies, which provides sustainable aviation technologies and solutions.

VistaJet claimed that the brand's membership program was attractive to clients, in part, due its flexibility for those who appreciate a top quality/low frequency model ([see story](#)).

"I am incredibly excited for the future," Mr. Flohr said in a statement.

"More and more, clients globally are recognizing that Vista provides the best value and end-to-end experience, and our expanded team of over 4,000 experts are fully committed to developing the next-era of innovative and advanced flying solutions across the globe," he said.

"This will only strengthen Vista's unrivaled customer offering and our position as the world's largest on-demand provider."

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