

TRAVEL AND HOSPITALITY

Volato boosts marketing efforts with dual event activations

February 9, 2023



Volato will meet with aviation personnel and enthusiasts at both the NGPA and NBAA events. Image credit: Volato

By LUXURY DAILY NEWS SERVICE

Private jet ownership company **Volato** is participating in two major aviation events this week.

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Since 2021, Volato has offered customers the option to charter private flights and hold fractional shares of individual planes. Now, the company appears focused on boosting recruitment, networking and marketing efforts by leaning into live events starting today, the company will exhibit at the National Gay Pilots Association's (NGPA) Palm Springs Winter Warmup event, which runs from Feb. 9-12, 2023 in Palm Springs, California.

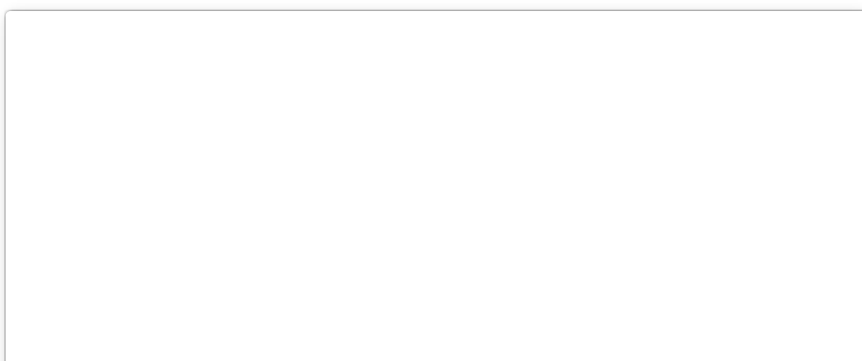
High flyers

From Feb. 9-10, the company will be stationed at booth 332 for the first two of NGPA's four-day event.

There, commercial, corporate and general aviation pilots can seek employment, while all attendees are welcome to attend educational seminars and peruse a showcase of products and services during the association's largest annual gathering.

Founded in Provincetown, Massachusetts in 1990, the NGPA aims to unite and support the LGBTQ+ community across all sectors of the aviation industry.

To schedule an appointment ahead of time, interested parties can contact rsvp@flyvolato.com.



[View this post on Instagram](#)

A post shared by Volato | The New Way to Fly (@flyvolato)

In an effort to further meet the needs of affluent consumers whose demand for private aviation has grown in recent years ([see story](#)), the Volato team also attended the National Business Aviation Association's (NBAA) Southeast Regional Forum this week.

Held in Miami-Opa locka, Florida on Feb. 8, 2023, the NBAA gathering provided yet another opportunity for members across aviation from business aircraft owners to operators, manufacturers and other industry contacts to network, explore exhibits and attend educational sessions, acquainting potential owners and operators of aircraft with the business of aviation, and Volato's place therein.

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