



**VICTOR**  
FLY SMARTER

## **P R E S S   R E L E A S E**

**2 July 2012 - VICTOR** has been named by the British Travel Awards (BTAs) as one of the shortlisted contenders for the **BEST FLIGHT BOOKING COMPANY 2012**.

Follow this link to vote for Victor – click on the button for ‘Who are the best airlines, airports and flight booking companies’ and vote for Victor.

<http://britishtravelawards.com/vfp.php>

Victor is **the** global online marketplace for private jet travel. The highly innovative concept is a quote, compare, book and pay –less model providing [jet charterers](#) with the unique opportunity of defraying their costs by selling spare capacity either in their cabin or the empty leg – which has created a brand new market for travel by private jet on [a per seat basis](#) at business class fares. As a marketplace, Victor does not charge commission, favoring instead a flat 5% booking fee and aims to significantly reduce the cost of private jet travel.

*“We are delighted to have been recognised by the committee of judges at British Travel Awards in our first year of operation. I believe we have identified two important opportunities in the world of private jet travel, to create a single consumer brand for all those that want to charter at the best possible price and reduce their costs, and secondly, by opening up private jet travel on a per seat basis, we are making it more accessible and affordable. Membership is free and we have just over 1,600 like-minded members who are fed up with being charged hefty commissions, they have come together to re-write the rules of private aviation, demanding complete transparency and control over their bookings and most importantly, financial security. We also working closely with the travel industry, developing partnerships with luxury tour operators and partners to provide them with a bespoke booking service for their clients.” Clive Jackson, CEO & Founder, Victor.*

BTA’s chief executive Lorraine Barnes Burton said: “Victor is to be congratulated on reaching the finals of the prestigious British Travel Awards. The largest consumer voted awards

programme in the UK, The BTAs are designed to reward the best companies in travel, and the winning accolade is the benchmark for excellence when it comes to finding out who really is the best in the business of travel for the UK consumer. Good luck to Victor!"

All companies entered for an Award were put before a core selection of industry professionals, drawn from the BTA Academy, a panel of respected individuals in business from both in and outside the travel industry, who whittled the nominations down to the list of final nominees in each of the seventy-five categories. The next stage sees the shortlisted companies put before the public vote with voting promoted through BTA media partners which include The Times, Sunday Times, The Sun, Sunday Sun and the Global Radio stations, including LBC and Classic FM. Shortlisted companies are also encouraged to lobby their happy customers for votes!

The winners will be the companies with the most votes - in 2011 over 700,000 votes were cast with the voting process and results scrutinized and audited by independent auditors Deloitte LLP. The winners of the 2012 British Travel Awards will be announced at a glittering ceremony on 1 November at the Battersea Evolution in Battersea Park, London.

[www.britishtravelawards.com](http://www.britishtravelawards.com)

**For further information on Victor please contact  
Samantha Strawford, PR & Communications Director  
[Samantha.strawford@flyvictor.com](mailto:Samantha.strawford@flyvictor.com) or 020 7384 8559  
**For further British Travel Awards media information contact****

**Jane Richards**

**T: 07711 101493**

[jane@britishtravelawards.com](mailto:jane@britishtravelawards.com)

#### **NOTES TO EDITORS**

Victor is the global online marketplace for private jet travel – the first and only company to offer both jet charter bookings and individual seat sales. Launched by serial entrepreneur, Clive Jackson in August 2011, Victor is disrupting an antiquated industry previously shrouded in mystery and considered the preserve of the super wealthy. The online marketplace connects the consumer directly with aircraft operators and does not charge a commission – just a flat 5% fee. It provides jet charterers with the unique opportunity of selling spare capacity on a per seat basis, off-setting costs and enabling individuals to purchase seats on their jet – either in their own cabin or the returning empty leg. The simple, online booking platform offers complimentary membership and there are no upfront fees or hidden costs.

*The British Travel Awards is the largest awards programme in the UK created to reward the best companies in travel. Recognised by consumers and travel professionals throughout the UK, The British Travel Awards are widely referred to as the "Oscars" of the travel industry and are easily the most recognisable of all travel industry accolades amongst consumer and industry professionals alike. With categories spanning all types of holiday experience - transport, destination, cruise, customer service, holiday extras, and accommodation - The British Travel Awards is quite simply the benchmark for excellence when it comes to finding out who really is the best in the business. The 2012 British Travel Awards will take place at a Gala Dinner, Thursday 1st November at Battersea Evolution in Battersea Park, London SW11 4NJ.*