

# VICTOR

FLY SMARTER

## **A 300% YEAR-ON-YEAR INCREASE IN CHARTER BOOKINGS - VICTOR TAKES OFF TO CELEBRATE ITS SECOND ANNIVERSARY**

London, 27<sup>th</sup> August, 2013 – Victor, the world’s first marketplace for jet charters and per seat bookings celebrates its second anniversary by reporting a 300% year on year growth in Jet Charter Bookings over the past 12 months and expansion into mainland Europe, SE Asia and the USA.

From its early beginnings in Majorca, operating flights between Palma and the UK and beyond, Victor has become the brand that jet charterers trust. Victor is a disrupting force in the broker market, which accounts for approximately 75% of all bookings. Members are empowered with all the information to make a fully informed compare and contract decision before committing to a booking, providing a level of consumer and financial protection unheard of in the commercial aviation arena.

Victor has access to 30,000 airports worldwide, offering 400 million different routes, with access to the largest range of private aircraft – over 500 with more than 120 international contracted operators.

Victor has created a unique consumer brand that brings together private jet charterers and operators under a single transactional marketplace. Victor prides itself on delivering complete transparency to its customers by cutting out the middle men, charging a flat 5% fee for all online bookings and 10% for bespoke travel planning services and empty leg journeys. All contracting can be completed online without any hidden charges.

Clive Jackson, Victor’s CEO and Founder, said: “Transparency, trust and quality of service are the foundations of Victor. Once again we have exceeded our targets, increased the volume of transactions, and doubled our membership year on year. We are a proven model that is accelerating our global expansion with an unprecedented level of customer loyalty.”

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

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**ABOUT VICTOR**

Founded by serial entrepreneur Clive Jackson and launched in 2011, Victor is a smarter way to book private jet travel; a clear online marketplace which cuts out the middle men and their hidden costs. The service is completely transparent; members can compare quotes from leading operators, book and pay online. Quotes show an all-inclusive price with Victor's flat booking fee, actual photographs and age of the aircraft before a charter or individual seat is booked. Victor uniquely offers its members the chance to defray costs by selling surplus seats to other members – therefore creating a brand new market for travel on a private jet on a per seat basis.

Victor has contracted over 120 operators across the world with access to over 500 aircraft. Members can book jet charters to and from almost anywhere in the world. Victor only works with the best operators that can offer members the highest standards of safety, security and service.

An internet based business, the brand has developed a luxury identity through eye-catching and striking imagery and strategic partnerships with some of the world's leading luxury brands and draws inspiration from organisations such as Halo, Expedia and Amex. Victor currently has in excess of 3,800 members; all of whom are high net worth individuals with international lives; the who's who of the entrepreneurial world, business owners, CEOs and Captains of Industry.

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