

VICTOR

FLY SMARTER

PRESS RELEASE

VICTOR PARTNERS WITH SHANGRI-LA HOTELS AND RESORTS
TO OFFER SEAMLESS EXPERIENCES IN THE AIR
AND ON THE GROUND

*Shangri-La's Golden Circle and Victor members
will benefit from exclusive, priority treatment*

London, UK, [April 26, 2016] – [Victor](#), the globally on-demand private-jet booking pioneer, has partnered with [Shangri-La Hotels and Resorts](#), Asia Pacific's leading luxury hotel group, to provide all Victor fliers with a preferential room rate at any Shangri-La hotel and resort; as well as inviting frequent Victor fliers to take up Jade membership of Shangri-La's Golden Circle loyalty programme. In return, Golden Circle members* will receive an exclusive discount of US\$1,500 and a preferential booking fee when they charter a private jet with Victor.

Any Victor members enrolling as a Golden Circle Gold member will be eligible for a preferential room rate at Shangri-La through Victor before 31 December, 2016. Frequent Victor fliers will also be invited to Golden Circle Jade membership** before the same date. Jade membership status ensures guaranteed room availability for reservations made 72 hours in advance, pre-registration, priority upgrades, complimentary breakfast, free Wi-Fi and local calls across 97 luxury Shangri-La properties in Asia Pacific, North America, the Middle East and Europe. Victor and Golden Circle members planning a trip, be it for business or pleasure, can now enjoy a seamless experience where they simply step aboard their chosen jet with no queuing or lengthy delays.

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Shangri-La's Golden Circle members*** can also take advantage of an exclusive US\$1,500 off the full price of chartering a jet with Victor – the first global on-demand private jet charter service to offer complete pricing transparency – when booking through its innovative iOS app for the first time. Victor enables fliers to quickly search, compare, book and board thousands of jets at 40,000 airports worldwide. At least three bookable charter quotes are provided within 60 minutes of initial request, fliers able to compare the best aircraft, operator and price before making a fully informed decision about their travel plans.

“Partnering with Shangri-La Hotels and Resorts, who offer the height of luxury for their guests, means that Victor members benefit from an even more luxurious experience. At Victor we strive to provide the best service possible for our members, from transparent pricing and personalised itineraries to 24/7 support. This partnership is another example of Victor providing members with an enhanced travel experience and amazing hospitality when they arrive at their destination,” said Clive Jackson, CEO and founder of Victor.

Wee Kee Ng, Vice President of Loyalty and Partner Marketing of Shangri-La Hotels and Resorts, added: *“We are pleased to offer our Golden Circle members Victor's seamless, high-quality service. Victor is changing the face of the global private-jet charter, and we want our members to be a part of that. Our Golden Circle members, like Victor members, expect comfort, accessibility and the highest standards when they are travelling the globe, and we are delighted to enhance their travelling experience further.”*

Victor flights can be booked via a dedicated customer service team, website and an iOS app that provides real-time charter estimates, aircraft details, side-by-side available jet comparisons, instant booking and digital travel itineraries – all from the convenience of a user's smartphone or tablet. The app is also compatible with the Apple Watch, sending real-time notifications to the user's device and ensuring they are kept up to date every step of the way in the booking and travelling process.

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** The Golden Circle programme offers three membership levels: Gold, Jade and Diamond.*

*** Frequent flying Victor members will be invited to become a Golden Circle Jade member when enrolling as a Golden Circle Gold member through Victor before 31 December 2016.*

****Shangri-La's Golden Circle members are eligible for an exclusive \$1,500 off the full price of chartering a jet with Victor when they book through Victor's app for the first time. They will also receive a preferential rate in terms of booking fee.*

About Victor

Victor is revolutionizing the private jet charter industry as the only fully-transparent, globally on-demand service not requiring its members to pay upfront fees. Members are able to swiftly check pricing options, aircraft specifics and amenities before booking the flights they need. Victor's unique combination of smart technology, transparency and exceptional customer service, provided by a dedicated 24-7 team, means that its members – with access to thousands of aircraft via a network of over 200 partner operators – are always connected and in control. Victor, the fastest-growing on-demand private jet charter company in the world, has achieved three-year average sales growth of 142% per annum. The company has also ranked number 15 in the 2015 Sunday Times Hiscox Tech Track 100, and in 2013 was honored at the Walpole British Luxury Awards as the 'Brand of Tomorrow' whilst winning TTG's 'Leading Edge' Award.

www.flyvictor.com

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About Shangri-La Hotels and Resorts

Hong Kong-based Shangri-La Hotels and Resorts, one of the world's premier hotel companies, currently owns and/or manages over 95 hotels under the Shangri-La brand with a room inventory of over 39,000. Over four decades the group has established its brand hallmark of 'hospitality from the heart.' The group has a substantial development pipeline with upcoming projects in mainland China, Cambodia, Hong Kong, India, Myanmar, Philippines, Saudi Arabia and Sri Lanka. For more information and reservations, please contact a travel professional or access the website at www.shangri-la.com.

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