

VICTOR

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VICTOR ANNOUNCES ALTO POINTS EXTENSION IN RESPONSE TO COVID

LONDON, Thursday 20th May 2021 – In response to the sizeable reduction in travel caused by the pandemic, global jet charter marketplace, Victor, has extended the expiry date of [Alto](#), its frequent flyer points programme.

With many customers unable to travel over the past year, Victor has renewed all Alto points which expired after 1st March 2020, allowing flyers the opportunity to redeem their points before May 2022 and make the most of restrictions lifting this summer.

Designed to offer a highly rewarding experience for flyers, Alto represents a significant investment by Victor in its loyal customer base. For every dollar spent with Victor, the client is rewarded one Alto point to redeem off future flights. Since Alto launched in 2018, an impressive 150 million points have been redeemed.

Last year, Victor extended its Alto programme beyond jet charter to enable customers to earn points with a series of partner brands, including Scott Dunn, SIXT, and Spencer Hart. More brands are expected to be added to the Alto ecosystem this year, and with it bringing further benefits to Victor flyers.

Victor Co-CEO Toby Edwards comments: “Recognising loyalty is incredibly important to us. Our frequent flyer loyalty point program - Alto - is one way we’re able to do this. Due to the pandemic many of our clients have not flown at all, so we’ve made the easy decision to extend all Alto loyalty points that expired during this time until May 2022”.

-ENDS-

About Victor (flyvictor.com)

Victor is a leading on-demand jet charter platform, enabling flyers to search, compare and book private air travel quickly, efficiently and with confidence.

Launched in 2011, the company has rewritten the jet charter rulebook with a fully transparent, subscription-free, globally ‘on-demand’ marketplace allowing members to swiftly check pricing options and aircraft specifics before booking the flights they need. Victor’s unique combination of smart technology and exceptional ‘high touch’ customer service means that customers are always connected and in control.

Access to more than 7,000 aircraft via a global network of 200 partner operators means that any private aviation requirement can be expertly fulfilled, with the support of Victor’s specialist services for group travel, corporates, sports, medical, and music & entertainment.

Victor is the world’s first carbon negative aviation company. Every Victor flight is 200% carbon offset as a standard, as part of the company’s award-winning approach to climate action.