



## ROAM IN A DAY

*THE WORLD OF PRIVATE AVIATION IS UNDERGOING A REVOLUTION. VICTOR'S POP-UP FLYING SCHEME OPENS DOORS TO SOME OF THE WORLD'S LEADING EVENTS AND LOCATIONS, FINDS **GEORGE CHAPMAN***

Of the many thousands of prestigious events that take place every year around the globe, which one do you really wish to attend in 2014?

For adrenaline sports fans, perhaps it's the 74th Hahnenkamm Downhill ski race in Kitzbühel in January, where fearless competitors hurtle down the 860m high, 85% gradient 'Streif' slope at speeds of over 100km/h. Or maybe it's the world's fastest one-make motor racing series, Lamborghini's Super Trofeo, where this year 19-year-old North American rookie Andrew Palmer took an emphatic final round win at Rome's atmospheric Autodromo Vallelunga Piero Taruffi in November.

Serious art collectors will no doubt be planning a visit to the TEFAF art fair in Maastricht from 14 to 23 March – an exhibition where masterpieces of art, antiques and design, sourced from more than 260 of the world's most prestigious dealers, are all exclusively offered for sale.

As is often the case in our increasingly busy lives, the most limiting factor in being able to experience such events is time. Given the constraints of commercial airline routes and busy airport destinations, reaching chosen locations with time to spare can be almost impossible, not to mention stressful, tiring and wholly unproductive.

Clive Jackson, the founder of Victor, has developed a highly cost-effective solution to these problems. Bringing together private jet charters with hundreds of top operators under a single transactional booking engine, Jackson's uniquely transparent formula aims to make the impossible possible. "Compared to a commercial jet, a private jet is in many ways a time machine. It is a mode of transport that allows you to do things that you just couldn't do otherwise," says Jackson.

In conjunction with several new strategic event partnerships, aimed at both business and leisure passengers, Victor's pop-up flying scheme is opening the doors to some of the world's leading events and locations, making them more accessible. "Pop-up flying targets large social and sporting events to offer flights that coincide with the occasion," he adds.

Through pop-up flying, members fly closer to their event destination, often at very short notice, without having to divert from the fastest route or spend a night in a hotel. In fact, many journeys can be completed in the same day, even when plans change. The exceptional service offered by Victor leaves you, the passenger, more time to decide wherever you want to go.

*Victor has also been confirmed as the private aircraft partner to Ryder Cup Travel Services and Ryder Cup Official Hospitality for the 2014 Ryder Cup in Gleneagles, 23rd-28th September.*

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



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