

VICTOR

FLY SMARTER

VICTOR RELEASES 2017 INSIGHTS INTO SKI SEASON JET CHARTER

- *Victor data confirms jet charterers flying beyond traditional resorts*
 - *Alpine resorts, however, still growing in popularity*
- *Victor 'curated travel' experiences include kite-skiing and orca diving in Norway*

London – January 17, 2017 – [Victor](#), the world's largest on-demand private jet marketplace, has revealed that jet charterers are exploring more extreme winter holidays during the 2017 ski season.

Beyond jet charter routes to traditional Alpine ski resorts, affluent families are travelling to destinations such as Senja in Norway – served by Tromsø Airport in Langnes – and northern Iceland – served via Keflavik International Airport – for a wider range of leisure activities including kite-skiing, heli-skiing, dog-sledding and diving with orca whales.

So far this year, Victor charters to Tromsø are up 650% year-on-year, and to Iceland by 202%. Elsewhere, the search for ever more unique twists and turns on the slopes is driving private jet travellers to Oukaïmeden in Morocco and Mount Olympus in Cyprus.

Of course, Alpine ski breaks remain hugely popular among Victor members. Typically, flights to Chambéry and Annecy Airports in France, serving the resorts of Méribel, Courchevel and Val Thorens, are up 119% and 67% (year-on-year) respectively. Flights to Samedan, for close by St Moritz, are up 84% and to Zurich, for Klosters, up 29%. Sion Airport, serving popular Swiss resorts Zermatt and Verbier, is up 34%.

Across the Atlantic, familiar US ski havens Aspen, Colorado Springs and Jackson Hole are similarly buoyant. On demand jet charters to Pitkin County Airport, serving Aspen, are up year-on-year by 31%; to Colorado Springs Airport by 29%; and to Jackson Hole Airport by 70%. However, the growth of chartering to more unusual ski destinations is, again, higher. For example, private travel from North America to Ottawa International Airport, which serves exploratory heli-skiing trips on Baffin Island, Canada, are up 94% year-on-year.

Mike Ryan, co-Founder & Head of Supply, Victor says:

"The Alpine ski season is busier than ever for Victor, our on-demand jet charter avoiding the busy main airport hubs and allowing quick, easy travel to local runways right by the slopes – time saved can, in many cases, give you an extra day on the piste. What is interesting this year, however, is the surge in demand for more extreme snow and ski adventures. The sheer flexibility of on demand charter makes flying possible to a far wider range of destinations than commercial or even subscription air travel, whether that's diving with orca whales and kite-skiing beneath the Aurora Borealis in northern Norway or heli-skiing on glaciers in

remotest Canada. With Victor, the options really are endless."

Further information on Victor's ski charter pricing and 'on the ground' holiday experiences is available upon request. Additional ski trend data is also available.

##

About Victor:

Victor is revolutionizing the private jet charter industry as the only fully-transparent, globally on-demand marketplace that doesn't require 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 four-year average sales growth of 137% per annum. The company has also ranked number 15 in the 2016 Sunday Times Heathrow Export Track 100, number 20 in the 2016 Sunday Times Hiscox Tech Track 100 (following a similarly high placement in 2015) and, most recently, was 'Internet' category winner at the Deloitte UK Tech Fast 50 awards (for 18th position) as well as one of Deloitte's EMEA Tech Fast 500 brands.