

PrivateFly Continues US Expansion | Signals Future of BizAv in the US

(This week's takeover of Bird Dog Jet reveals the importance of tech, transparency and hand held devices for private jets)

FT LAUDERDALE, FL, US, November 30, 2017 /EINPresswire.com/ -- [PrivateFly](#) is realizing its ambition to be the leading global charter platform. (And the US market demands may be the key.)

In a series of milestone accomplishments, PrivateFly has made another big step towards consolidating the US market and delivering a better product for private fliers. With the takeover of Bird Dog Jet this week, the deal signals a bigger move to wrap some of the industry's fragmented players under one platform that benefits both customer and operator.



Technology at work for BizAv in the US

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In their 2016/2017 financial year, PrivateFly achieved annual sales growth of +51% with continued profitability and they expect to grow in the same proportions this year. Over two thirds of these sales were generated outside of the company's original UK base, largely driven by its rapid growth in the US.

Technology is the hallmark of PrivateFly's success globally. They are appealing to a next-generation flyer that prefers mobile and understands that real luxury is at the tip of their

fingers.

Why is it important? There's a global supply of jets that the industry wants to make more efficient and economical. Without real transparency to operators (made possible through technology) alongside a guaranteed global network, brokers can - and do - take advantage of fliers - making it more of a business built on luck, rather than fair exchange.

Adam Twidell will be speaking in Miami this week at this year's Corporate Jet Investor Conference.

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