



Press release

## **VOO Flights Partners with Insignia for an API Connection and Brings the World's First GDS for Business Aviation to Launch at MEBAA 2024**

8 December 2024

VOO Flights, an innovative digital B2B marketplace for instant booking of business aviation charter flights, will be showcasing its latest innovations at the 10th edition of MEBAA, taking place in Dubai from December 10-12, 2024. Visitors to booth 410 will have the opportunity to explore VOO's groundbreaking solution for business aviation, including its new API connection – the interface for “tech brokers” and the world's first global distribution system GDS for business aviation, developed and launched in collaboration with Insignia.

The VOO Flights API is designed for “tech brokers” who want to offer their end customers a premium booking experience while tapping into the robust functionalities of the VOO Flights Marketplace. MEBAA 2024 that expects to bring together over 10,000 aviation professionals from 95 countries, has been chosen as the ideal platform for VOO Flights to unveil the details about its newly integrated functionality.

The new generic interface from VOO Flights transforms the workflow for “tech brokers”, empowering them with seamless integration and access to a wide range of charter aircraft options. With the VOO Flights API, “tech brokers” can seamlessly integrate their own mobile app or website with the VOO Flights system, enabling their end customers to search and request flights effortlessly.

The way it works is straightforward – all customer requests are automatically transferred to the broker's VOO Flights CRM system, fully detailed and structured with all necessary information. From there, clients' requests can be processed efficiently. With just a few clicks, brokers can coordinate all flight details with operators on VOO Flights and close contracts.

The benefits of this new API connection include workflow automation that eliminates manual data entry. Customer requests through mobile or web applications are directly integrated into the charter brokers' VOO Flights CRM. This new feature provides maximum efficiency with centralized access to all end-client requests, ready for quick processing as well as streamlined collaboration.



The integration with the VOO Flights Marketplace allows charter brokers and aircraft operators to communicate seamlessly and close deals efficiently. Moreover, through this connection “tech brokers” will gain flexibility and retain full control over their software solutions while leveraging the powerful features of the VOO Flights ecosystem. Thus, VOO remains a dedicated B2B solution that serves the needs of business aviation professionals, as end clients don’t have direct access to the VOO Flights marketplace.

*“At Insignia Cards, we represent the pinnacle of premium payment cards, catering to the distinct needs of ultra-high-net-worth individuals with our array of luxury payment cards, including those expertly crafted from precious metals and gemstones. Our commitment to exceptional customer service extends beyond our cards, as our dedicated private jet division, Insignia Jets, delivers unparalleled bespoke solutions. We are thrilled to collaborate with VOO Flights, a pioneer in the industry with its award-winning proprietary technology that provides real-time aircraft availability and rates on demand. This partnership enables us to launch the Insignia Jets App, powered by VOO API, offering our discerning customers instant access to real-time private jet availability, further solidifying our position as a leader in the world of luxury services.” – Engin Basyurt, Managing Director at Insignia Group.*

*“Since our launch in 2022, we have onboarded operators and continuously expanded the VOO portfolio for our charter brokers. The next logical step as a digital solution is to make our system accessible for the first time to all “tech brokers”, B2C platforms and digital end-customer solutions and offer this data in an automated form. I am grateful for the excellent cooperation with Engin and the developers at Insignia. This transition takes us from a simple B2B booking platform to the first GDS (Global Distribution System) for business aviation, which changes everything. This is a very important step, but only one of many to come in the further development of VOO, as we aim to streamline not only the booking process but all processes in the charter business. I look forward to everything that will follow.” – Robert Plhak, CEO of VOO Flights.*

VOO has recently introduced several innovative purpose-built features designed to cater to unique market needs, such as instant booking capability in partnership with GlobeAir and a dedicated empty leg section. With its strong focus on innovation and customer satisfaction, VOO Flights is well-positioned to capitalize on the opportunities presented by MEBA 2024. By showcasing its cutting-edge platform at booth 410 and engaging with industry leaders, VOO aims to further solidify its position as one of the leading providers of innovative business aviation solutions.



### **About Insignia Group**

Insignia Group is the leading payment services and luxury lifestyle management group available to individuals, families and businesses who appreciate the very best the world has to offer. With over 25 years' experience, Insignia is exemplary in serving elite clientele with the most discerning tastes and demanding lifestyles. After commencing operations in 1996 as a travel-related service and payment card provider, Insignia has since grown into an all-encompassing global luxury consultancy service. The company have constructed a 360-degree offering which is tailored and bespoke to the needs of each member, who has 24/7 access to their dedicated in-house lifestyle team. Membership is by invitation only.

### **About VOO Flights**

VOO Flights is the next-generation B2B marketplace for charter brokers and aircraft operators enabling instant business jet bookings as well as the world's first GDS (Global Distribution System) in the Business Aviation Industry. The platform utilizes advanced automation to simplify the entire charter booking lifecycle, from accurate charter price calculations based on real-time aircraft availability to seamless booking and payment processing. VOO empowers industry professionals to close deals fast and efficiently, fostering a dynamic network within the business aviation landscape.