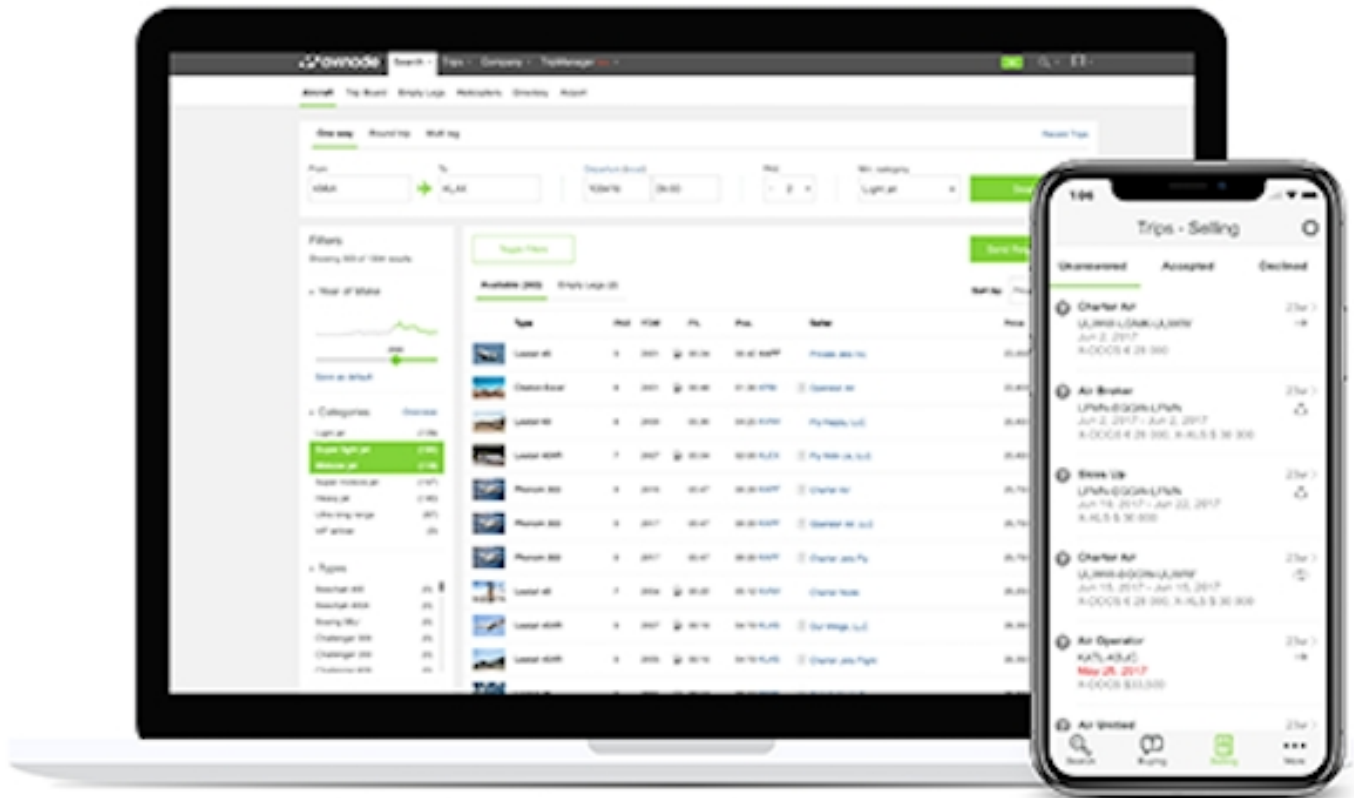


# RISE IN ONLINE SEARCHES FOR BROKERS AND OPERATORS POWERED BY AVINODE APIS

News / Business aviation



**Avinode, a leading technology and data partner for the business air charter industry, is announcing a 47% year-on-year rise in searches made through its external application programming interfaces (APIs), demonstrating the power of its bespoke B2B2C products for members' businesses.**

**While only one in ten of Avinode's members (who make up 80% of the broker and operator marketplace) use its B2B2C products, searches made through this range accounted for almost 50% of total traffic on Avinode in June and July 2018. According to the company, this is demonstrable evidence of how these products support, and help to grow, members' businesses.**

**The B2B2C products from Avinode consist of specially designed external APIs, as well as off-the-shelf web and mobile products. The API services provide the data to power a customized app and website created from scratch, tailored to match the requirements of that member's business. Alternatively, members can choose from a selection of off-the-shelf web and mobile apps, which feature full Avinode search capabilities; empty leg searches; members' own branding and the option for members to create their own charter marketplace.**

**Noel Trout, chief technology officer, Avinode Group, says: “The business aviation market is being driven by technology. With a digital backbone, our members can give their customers what they want. Avinode's B2B2C products are ideal for members who want to take control of their business; we offer the most comprehensive flight search capabilities in the business air charter industry, giving both customers and sales teams access to real-time data on aircraft availability, empty legs and requests.**

“To help further convert online visitors to leads, all our bespoke sites and apps are professional and modern while being intuitive to use, particularly on mobile, a key consideration for today's digitally savvy customer. By providing cutting-edge technology solutions for the business air charter industry, both built from scratch and off-the-shelf, we can help brokers and operators of any size evolve their business and take that crucial step towards total digital integration.”

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