



## RISING DEMAND IN B2C SPACE IS KEY DRIVER FOR BIZAV IN MIDDLE EAST, SAYS AVINODE

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**Positive growth in the Middle East region is being driven by long-haul, leisure travellers and an increased interest in B2C business aviation technology, according to Avinode, the world’s leading online marketplace for buying and selling air charter (MEBAA stand number 635).**

**“It is clear from our comprehensive Avinode Marketplace data that the past 12 months have seen a healthy increase in both domestic and international flight requests for the Middle East region” says Oliver King, managing director, Avinode. “The market is being led by confident leisure and long-haul family travel which is also driving an increase in heavy jets and VIP/ultra-long-range aircraft.**

“Brokers are also becoming more confident in embracing new B2C technology. They are looking for mobile apps and web apps to expand their business. In October, Avinode set a new record in powering 2.3 million end-client searches for members using Avinode Web Apps and APIs. While uptake has been slower than in the US and Europe, the industry in the Middle East is certainly changing its perception of how this technology can add value to their business.”

*Total % increase in Avinode flight requests departing from the Middle East to Region*

	% increase
Region	November 2014-October 2015 vs November 2015-December 2016
Europe	15%
Middle East	9%
Russia & CIS	29%
Rest of the world	19%

*Avinode 'Top 5' most requested aircraft within Middle East, January-October 2016*

Aircraft	Category
1. Challenger 604/605	Heavy jet
1. Legacy 600/65	Heavy jet
1. Gulfstream G450	Heavy jet
1. Global 5000	Ultra-long-range
1. Hawker 750	Midsized jet

Oliver King continues: “Our team has an exciting year ahead in the Middle East as we welcome new members and partners to the Marketplace. We are certainly buoyed by the greater understanding of the industry’s economic value in the region and the consequential airport development at Al Maktoum International, Sharjah International and Al Bateen Executive Airport. While Dubai continues to be considered as the hub for business aviation in the Middle East, there are opportunities for all areas and we look forward to helping our partners take significant steps forward over the coming months and years.”

In July 2016, half a million global trip requests were sent through the Avinode system in one month alone. By the end of the year, Avinode predicts total trip requests will be in excess of 3.5 million, demonstrating the company’s leading market position within the global charter industry.

Last month, Avinode Group launched PayNode, the world’s first end-to-end payment platform for

business aviation. Working exclusively with American Express on its first product, PayNode provides the ability for customers to pay directly for business charter flights via credit card. This will be followed shortly after by a comprehensive payment solution to include bank wire transfer payments.

Visit Avinode at MEBA, Dubai, stand number 635.

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