



# VISTA UNVEILS ENHANCED XO MARKETPLACE TO MEET RISING REGIONAL DEMAND FOR FLEXIBLE PRIVATE TRAVEL

News / Business aviation



Vista unveiled an enhanced version of its global [XO Marketplace](#) in the Middle East, introducing deeper technology integration, real-time operator schedules and proprietary pricing algorithms to deliver the most seamless, data-driven private flight booking experience available today. The advanced XO platform represents the next phase in Vista's ongoing investment in digital innovation and regional client experience. Building on the Group's strong local presence through VistaJet, this milestone reinforces Vista's leadership in redefining private flight access through intelligent, transparent and instantly bookable solutions.

According to WingX, Vista operates more than 9% of all international business jet flights in the Middle East — the largest single market share in a fragmented regional landscape. This leadership reflects Vista's operational scale and strategic focus on digital transformation through XO, which empowers clients to search, select and confirm aircraft in seconds through one connected marketplace.

Mazen Obaid, President — Middle East, Vista commented: "The Middle East continues to be one of the fastest-growing private aviation markets globally. We are seeing consistent demand from clients who expect a seamless experience that blends the certainty of VistaJet's global infrastructure with the immediacy and transparency of XO's on demand technology. These enhancements to XO Marketplace ensure our clients benefit from faster access, smarter pricing and greater control every time they fly."

Youssef Mouallem, Chief Business Officer, Vista stated: "The Middle East is a cornerstone of XO's global ecosystem. From Dubai, we are harnessing advanced technology and regional expertise to deliver a truly borderless experience. Whether flying between Riyadh and Dubai or onward to Europe or Asia, XO gives clients instant, informed choices and total confidence in how they travel."

XO Marketplace delivers efficient and immediate access to more than 2,000 aircraft globally — from light jets for short regional hops to large-cabin aircraft for long-distance intercontinental travel. The platform's upgraded capabilities now include direct integration with operator flight schedules and proprietary dynamic pricing, enabling clients to view real-time availability and confirm bookings instantly.

As regional travel patterns evolve — particularly between Saudi Arabia, the UAE and key global business hubs — the enhanced XO platform reflects a new era of regional connectivity, giving travelers greater flexibility and transparency than ever before.

From its Dubai headquarters, Vista continues to expand its integrated infrastructure, dedicated client teams and tailored membership options across the Middle East. The enhanced XO Marketplace complements VistaJet's guaranteed global access model, offering clients the best of both worlds: assured reliability and flexible, on demand convenience.

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