DEER JET WINS WORLD CHARTER AWARD

News / Business aviation

Chinese private jet operator and management company Deer Jet has won the 'World's Leading Private Jet Charter 2015' at the World Travel Awards.

The ceremony was held at ceremony held in El Jadida, Morocco on December 12, 2015.

It's the first time that a Chinese operator has won the award, although Deer Jet previously won the award for the best charter operator in the China and Asia categories.

"This is the first time a Chinese business jet operator won the world-class award," said Meishan Poon, service director at Deer Jet, when receiving the award on behalf of the company. "Over the past 20 years, we have constantly focused on the true needs of our customers and dedicated ourselves to serve them, not only by offering them more aircraft choices and developing MRO and FBOs, but also with our passion and effort. We will work harder to become a comprehensive provider of global high-end lifestyle services in the future, and continue to strive to develop the

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business jet industry in China and abroad.”

Deer Jet are widely seen as the first private jet operator in China and became the largest operator in the region in 2001.

However in the last few years the company has slowly diversified itself away from its core charter business as the Chinese travelling public and officials steered away from aircraft charter.

One area that the company has expanded into is FBOs. Following the completion of the Beijing FBO in time for the 2008 Olympics that were held in the city, the company has slowly been adding FBO locations across eastern China.

One barrier to growth is current Chinese rules that only allow one FBO to operate per airport. Deer Jet fell foul of this in Beijing and had to stop using its FBO once the Olympics finished.

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