PERSONALISED, HIGH-END “FLYING CLUBS” INCREASE IN POPULARITY IN CHINA

News / Business aviation



In 2018, Sino Jet subsidiary, GEOSTAR, has been rising the ranks of specialist travel service providers in China.

The company is making a mark on the business aviation industry as specialist “flying clubs” are on the rise in the region. The company says that despite a slowdown in the Chinese economy, it has performed well and retained its position by adapting to market conditions and personalising its services to meet clients' evolving expectations.

The company’s leader, President Ms. Zhao Lingyun said, “As a group, Sino Jet is entrepreneurial. GEOSTAR follows this model and we seek opportunities to be first-to-market by adapting our services to growing trends”. She explained that since 2015, specialist travel services and “flying clubs” are growing in popularity in China. These clubs provide bespoke, once-in-a-lifetime experiences including driving across the Sahara Desert, exploring the islands of the Pacific and a trip to Antarctica.

Zhao said “As the China market matures, bespoke service models are emerging. Clients are now

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more discerning, and they expect personalised and exclusive services. We quickly adapted because our niche business model is more sustainable than a “one-size-fits-all” approach. Our clients use business jets to gain access to previously inaccessible parts of the world. They work with GEOSTAR to obtain specialist travel guidance for unusual destinations, while leveraging that platform to network with China’s elite. The combination of niche travel, business jet transfers and elite networking provides a special circle that would otherwise be very difficult to access. This is attractive to Chinese customers”.

The company, which forms part of the wider Sino Group, makes use of three of Sino Jet’s aircraft to escort Chinese entrepreneurs on highly specialist travel experiences around the world. As the preference for highly-personalised experiences has grown in China, GEOSTAR has developed a suite of travel options to meet the demand. GEOSTAR has also secured several high-profile collaborations with popular brands to give its clients access to certain privileges while travelling. GEOSTAR provides access to golf clubs, medical and wellness services, financial services and specialist high-end hotels and properties. The company is becoming a growing presence in the bespoke travel sector in China.

GEOSTAR, also known as the “China Entrepreneurs Flying Club” offers specialist and highly personalised once-in-a lifetime travel experiences around the world. GEOSTAR makes use of jets provided by its parent company, Sino Jet. The flying club currently serves around 2000 clients. Since 2015, it has won several industry awards including The Most Influential Club in China in 2018 for the fourth consecutive year, Club with the Greatest Potential, The Best Club, and The Most Influential Club. GEOSTAR’s mission is to create otherwise impossible networking and travel opportunities for our clients. GEOSTAR partners with a number of leading luxury brands that include: DMC, luxury hotel group and tourism bureau, Hublot, Hermes, Jaeger-LeCoulte, Piaget, Boeing, Embraer, Textron, Airbus, American express, China Minsheng Bank, China GuangFa Bank, Medical Beauty Research, The Manor of Empereur, Trace Health Vision.



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