DEER JET AWARDED AS WORLD'S "2017 SEVEN STARS PRIVATE JET"

News / Business aviation

The Luxury Panel of the Seven Stars Luxury Hospitality and Lifestyle Awards (SSLHLA), made by high profile experts in the fields of luxury hospitality and lifestyle with 330 years of collective experience and knowledge, had selected Deer Jet as the most exceptional brand among nominees including Vista Jet and Qatar Executive.

At the Gala Ceremony held in the Greek capital, Deer Jet received the "2017 Seven Stars Private Jet Company" Special Award from the hands of Luxury Panel members HSH Prince Massimiliano della Torre e Tasso, SSLHLA Chairman, President and Founder Khalil El-Mouelhy, and celebrity Ms Ece Vahapoglu. The Special Awards were designed to identify and separate exceptional brands from amongst the very best

The awards for the pinnacle in luxury hospitality and lifestyle, the Seven Stars Luxury Hospitality and Lifestyle Awards, celebrate exemplary leadership in the industry. Deer Jet, the largest private jet company in Asia, became the first Chinese brand to win this category, a mark of superior services, finest private jet fleet and exceptional journey design.

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The SSLHLA had selected a limited number of winners across Airlines, Airports, Clubs, Golf, Hotel Collections, Resorts, Luxury Car Rental, Luxury Hospitality Brand, Luxury Lifestyle Network, Luxury Tour Operators, Restaurants, Spa, among other categories with all winners being 5 stars and above.

Deer Jet was the only private jet company crowned with the “Signum Virtutis”, seal of excellence, in front of an audience made by over 300 guests including princes, princesses, socialites, politicians, diplomats, and leaders from within the luxury hospitality and lifestyle industry.

SSLHLA Chairman, President and Founder Khalil El-Mouelhy said: “The “Signum Virtutis” plaque, hand crafted in the UK, recognizes Deer Jet as a symbol of luxury and excellence. It is a reward to the company for its leading role in delivering the most exceptional products and services for the industry worldwide.”

Luxury Panel members said: “The selection of Deer Jet as a Seven Stars Private Jet Company begins from assessing operational excellence, flight safety, inflight service, and each step of the customer experience. Certifying that Deer Jet sets standards above 5 stars ranks through a very distinctive artistic approach. Furthermore, we distinguished Deer Jet for promoting innovative models which are enhancing service quality across the travel and lifestyle industries. Deer Jet

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showcases an unprecedented craftsmanship spirit and an exquisite oriental charm.”

In 2016, Deer Jet introduced the world's first 787 Dreams Jet to the global jet charter market, setting service standards high above 5 stars hospitality through specialized training to certify its crew as ‘travel butlers’. At the very same time, the company appointed the ‘Dream Team’ to serve its sophisticated business travelers. Members of the ‘Dream Team’ are very experienced pilots and crew, delivering unparalleled levels of safety, privacy and best-in-class services.

Deer Jet has a record of awards putting the company at the pinnacle of excellence. The company is the only Asian private jet operator to be consecutively awarded “Leading Private Jet Charter” at the World Travel Awards since 2015. Deer Jet currently dominates over 70% of the Chinese private jet market, and has a vision of becoming a global leader by extending its service range worldwide.

With 22 years of expertise, Deer Jet started as the first private jet company in China and has rapidly evolved into the largest business aviation group in Asia. Deer Jet has a heritage of delivering bespoke services for global leaders, monarchs and entrepreneurs, gaining the company an unparalleled reputation. The company operates as a wholly owned subsidiary of HNA Group, a Global Fortune 500 company and one of China’s most recognized and socially responsible brands. The company manages an impressive fleet of 90 aircraft including the world’s only 787 Dream Jet.

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