

Moove launches a SaaS smart pricing & empty legs finder for business aviation & airport operators

After having developed the first multimodal benchmark technology for business aviation, Moove is now offering a new portal to improve operators' direct sales, including a smart empty leg finder.



Paris - France, 13.12.2022 – Offered to operators and airports in SaaS-mode and displayed through its unique booking portal, their end customers can now easily book flights - or empty legs based on similar routes. The startup aims to optimize operators' direct sales and improve their customer experience.

Offering the next generation of flight distribution to operators

Moove launched its latest booking portal evolution, now available to all operators to integrate on their own website. It provides real-time planning and dynamic pricing to their prospects while giving an overview of all the benefits of flying privately.

« Direct sales are the main net margin lever for operators, and we come with the best technology for them » stated Arthur Ingles, Moove founder.

Regarding the empty leg technology, the CEO explained: « Nobody needs to fly from Lyon to Derby tomorrow at 10:00 - Current empty leg marketplaces and standard marketing solutions are unable to match demand. But requests may arise for a stop along the way as all brokers know.”

The company included all the broker intelligence coupled with powerful recalculation algorithms of empty legs passing nearby. Operators can now offer a refined price for similar one-way flights to prospects, based on matching scores, therefore increasing drastically the chance of selling their empty legs.

Making airport operators the gateway to business aviation

Moove is also offering its solution to airport operators and has been selected by a leading industry player, EDEIS, which manages 16 French airports. With Moove's technology, EDEIS aims to highlight all the possibilities of a take-off nearby, with a door-to-door perspective, to their local business communities.

« With only 8 months of existence, we have achieved a market penetration that few would have imagined. We are now putting our startup in a position to deliver the flight distribution system of the future. » claimed the young CEO.



A growing need for accessible flight solutions

Its marketplace is at the forefront of accessible flight solutions – Moove and its partnered operators were able to provide flights to professionals who were not considering business aviation in the past, unaware of all its benefits.

The French startup foresees a dynamic market (+13% flights¹), rapidly changing in the coming years, with better booking workflow integrations. Customers' habits will be more and more digital, and professionals will be looking at turboprop aircraft as the pragmatic approach to conciliate their business growth and more efficient flying.

About Moove – www.flymoove.com

Moove is a SaaS (Software-as-a-Service) Marketplace offering efficient chartering & co-ownership solutions to business travelers as well as operators distribution software. It brings the first real-time business aviation gains calculator to open on-demand aviation to any professionals, with the aim to build the flight distribution platform of the future. Operators offers are available on: www.flymoove.com/operateurs

Moove is also on social networks:

 @Fly_moove
 @Moove
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¹Worldwide departures variation compare to November 2019 (Pre-Covid) source : WingX