

## PRESS RELEASE

### **L'VOYAGE named Best Charter Broker by peers at IoA 2017 aviation awards**

**HONG KONG, 18 November 2017** – L'VOYAGE has been recognised as 'Best Charter Broker' in the Icons of Aviation 2017 Awards by the Asian Business Aviation Association (AsBAA). The coveted award marks a year of achievements by L'VOYAGE, including new alliances with business partners in America and Europe, the launch of several one-of-a-kind bespoke private jet travel options, WeChat customer programmes and a new digital response system.

"We are delighted to be voted 'Best Charter Broker' by our peers. As the Asian business aviation industry sentiment continues to lift, we are strongly positioned to cater to the regional private jet chartering market, particularly in China where the central government is keen to develop the general aviation market. We have also seen increased inquiries from customers in South East Asia. The L'VOYAGE team will ensure that we continue to be at the forefront of industry developments and bring our level of personal attention to every customer we serve as well as our business partnerships," said L'VOYAGE founder and chairman, Diana Chou.

The AsBAA Icons of Aviation (IoA) awards are the only annual awards in Asia that are based entirely on merit and voted by aviation industry peers. It celebrates and recognises leading players that have made outstanding achievements in and contributions to the business and general aviation industry. Nominations for the prestigious IoA awards are collected from aviation leaders and representatives, before the shortlisted nominees are selected by a panel in a strict voting process. The IoA 2017 awards ceremony was held at the iconic ballroom of the Intercontinental Hotel in Hong Kong. AsBAA is a non-profit association representing business and general aviation entities based in Asia and around the world. Its members include major operators, aircraft manufacturers, aviation service providers, finance and insurance providers.

# L'VOYAGE

AsBAA Chairperson, Jenny Lau, said, "AsBAA wishes to congratulate all the winners of the Icons of Aviation Asia Awards on a marvelous gala evening in support of the Orbis Flying Eye Hospital. Among the many deserved award winners was L'VOYAGE, who won the 'Best Charter Broker 2017' category as voted by its industry peers. AsBAA congratulates the L'VOYAGE team and all the IOA2017 winners, we wish them continued success in the future."

AsBAA Vice Chairman, Gary Moran, commented "We are delighted to witness another terrific turn-out for the Icons of Aviation Awards, which has set the bar high for the Asian business aviation industry. Big congratulations to L'VOYAGE who won the 'Best Charter Broker' category this year. We look forward to another spectacular event next year at the IoA 2018."

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## **About L'VOYAGE**

[www.lvoyage-aero.com](http://www.lvoyage-aero.com)

L'VOYAGE is a bespoke private jet chartering company based in Hong Kong with a long heritage in serving discerning corporate travelers and jet-setters. Part of a specialist business aviation group that began in 1998, L'VOYAGE offers unrivalled access to aircraft options and landing destinations, coupled with highly personalised hospitality. L'VOYAGE is also the first Wyvern approved broker in Asia, making its safety intelligence of the highest accredited standards within the region.

## **Media contact**

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