CYCOLOGY LANDS LUXURY PRIVATE JET PARTNERSHIP WITH STRATAJET

Submitted by: Cycology
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•Private jet booking platform Stratajet partners with Cycology Travel Ltd.

•Bespoke cycling holiday provider, Cycology, focuses on luxury packages to Mallorca.

•Cycology will extend its luxury cycling packages to include private jet travel to and from Palma International Airport (PMI).

•Partnership will allow Cycology clients to book Stratajet flights with ease

LONDON: Stratajet (http://www.stratajet.com) has partnered with bespoke cycling holiday provider Cycology Travel Ltd (http://www.cycology.co.uk) to further extend the company's luxury travel offering to its clients. The partnership sees Stratajet, the world's first fully online private jet booking platform, offer private jet flights as part of Cycology's five star cycling vacation experiences.

Cycology's personalised holidays offer first class accommodation at a hand-picked selection of Mallorca's finest hotels, with cycling packages tailored according to each riders' ability. Based in the North-West region of the island, close to Deia and Soller, Cycology'scycling routes are led by experienced guides and showcase Mallorca's breath-taking scenery. Riders have access to top-of-the-range biking equipment, mechanical support, daily sports nutrition and post-ride massages as a matter of course. Clients and their travelling companions can also enjoy gourmet cuisine and a host of other activities, such as helicopter tours, boat trips and rounds of golf, as part of their break.

To add to the wide range of services that a luxury Cycology holiday provides, clients will now be presented with the option to create bespoke travel arrangements to Palma International airport on board one of the 500 aircraft available on the Stratajet system in Europe. Customers need only email stratajet@cycology.co.ukand/or download the app and a dedicated account manager Stratajet will assist with the booking.

Thanks to five years of technological development, Stratajet is making it easier than ever before to book a private jet. A highly sophisticated automated platform means that customers are able to search for and compare aircraft in real-time, and book instantly. The provision of accurate availability and costs of private jets in this manner removes the time-consuming need to wait for a quote and book via a broker.

Building on a number of deals signed within the private jet industry and across other sectors, Stratajet' s latest partnership is designed to eliminate the stress of travelling, allowing customers to fully enjoy their luxury break.

Jonny Nicol, Founder & CEO of Stratajet, commented: "Cycology boasts an impressive pedigree in the creation and implementation of their holidays and it's evident that a passion runs through the company, both for cycling and creating fabulous getaways. It will be a pleasure to work with them to enhance customers' experiences, completely streamlining the travel aspect of these holidays."

Cycology Founder, Robert Bell, added, “This partnership with Stratajet greatly enhances our ability to provide exceptional stress-free, tailored holidays. Stratajet’s vision of making it easier than ever before for our clients to get from A to B is a perfect fit for our desire to allow cyclists to benefit from all the beauty that Mallorca has to offer, without compromising on quality. We have built a reputation on offering the vacation experience of a lifetime and Stratajet is a perfect fit for that.”

- ENDS -

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Photography (http://www.dropbox.com/s/ll7m2u1tj5k71q4/Group%20Pic%20-%20Cycology%20Travel.jpg?dl=0) is available:

https://www.dropbox.com/s/ll7m2u1tj5k71q4/Group%20Pic%20-%20Cycology%20Travel.jpg?dl=0

Download the Stratajet iOS App here. (http://https://itunes.apple.com/gb/app/stratajet/id917665647?mt=8)

About Stratajet:

Stratajet is the world’s first real-time private jet booking platform using the power of technology to give its passengers total control and freedom. The company was founded in 2010 by Jonathan Nicol, an ex-commercial pilot who realised the archaic and inefficient state of the modern private jet business and decided to do something about it.

The technology behind Stratajet is exceptionally complex – hence taking five years to build – while Stratajet’s inventory management software integrates seamlessly with an aircraft operator’s existing system. The software includes advanced quoting and CRM tools, allowing Stratajet to show operator availability and prices direct to the public without manual interaction.

By providing access to aircrafts in this manner, Stratajet is helping operators achieve increased revenue and efficiency, whilst helping to bring down costs for the consumer.

About Cycology:

Cycology Travel Ltd is a luxury cycling tour operator, aiming to deliver world-class, bespoke, luxury cycling holidays and memories for both devotees and recreational cyclists. Cycology Travel offers a cycling mecca and is the only cycling brand that offers a world-class, unforgettable holiday experience for cyclists and your significant others (YSOs).

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