# myPlane reports 300% increase in charter enquiries for 2024



In a significant advancement within the commercial airline industry, the online booking platform myPlane has reported a staggering 300% increase in charter enquiries in 2024. This surge has been attributed to the rising preference among airlines and business-to-business (B2B) travel buyers for modern booking solutions that streamline operations and enhance efficiency.

MyPlane, a Finnish travel technology start-up, has already established collaborations with 130 airlines and serves approximately 1,200 B2B users. The company's innovative platform aims to reduce reliance on traditional manual booking processes, which have dominated the commercial charter industry for decades. According to myPlane, 2024 is anticipated to be a pivotal year that will herald the decline of these outdated methods.

Juuso Klemola, the co-founder of myPlane, expressed confidence in the current trajectory of the business during an interview. Speaking to Travolution, he stated, “In 2024, we proved that decades-old, manual charter booking processes are quickly becoming obsolete. Airlines and travel buyers are embracing digital solutions that save time, cut costs, and deliver the transparency this market desperately needs.” The firm reported that the value of digital air charter deals facilitated through its engine reached a record €200 million this year, with 6,000 flight enquiries matched to airlines through the platform.

As myPlane looks ahead, projections suggest that enquiries will quadruple in 2025, which signals a robust future for the company and the wider digital booking market. To capitalise on this momentum and drive further strategic expansion, myPlane is initiating a new fundraising round aimed at enhancing its operations and continuing the transformation of the €100 billion commercial air charter sector.

The developments set forth by myPlane illuminate the growing trend of automation and digitalisation in the travel industry, reflecting broader industry forecasts that suggest a significant shift in business practices as technology continues to evolve.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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