

MOBILE

Luxury flash sale app pushes travel discounts to iPhone users

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By RACHEL LAMB

Luxe discount travel site Voyage Privé has launched an iPhone application with special features available only to its mobile users.



Voyage Privé uses Gilt Groupe-esque flash-sales to offer limited-time travel discounts all over the world at up to 70 percent off. The members-only site collaborates on these deals with almost 1,400 prestige brands such as the Ritz-Carlton, Mandarin Oriental and Trump Hotels.

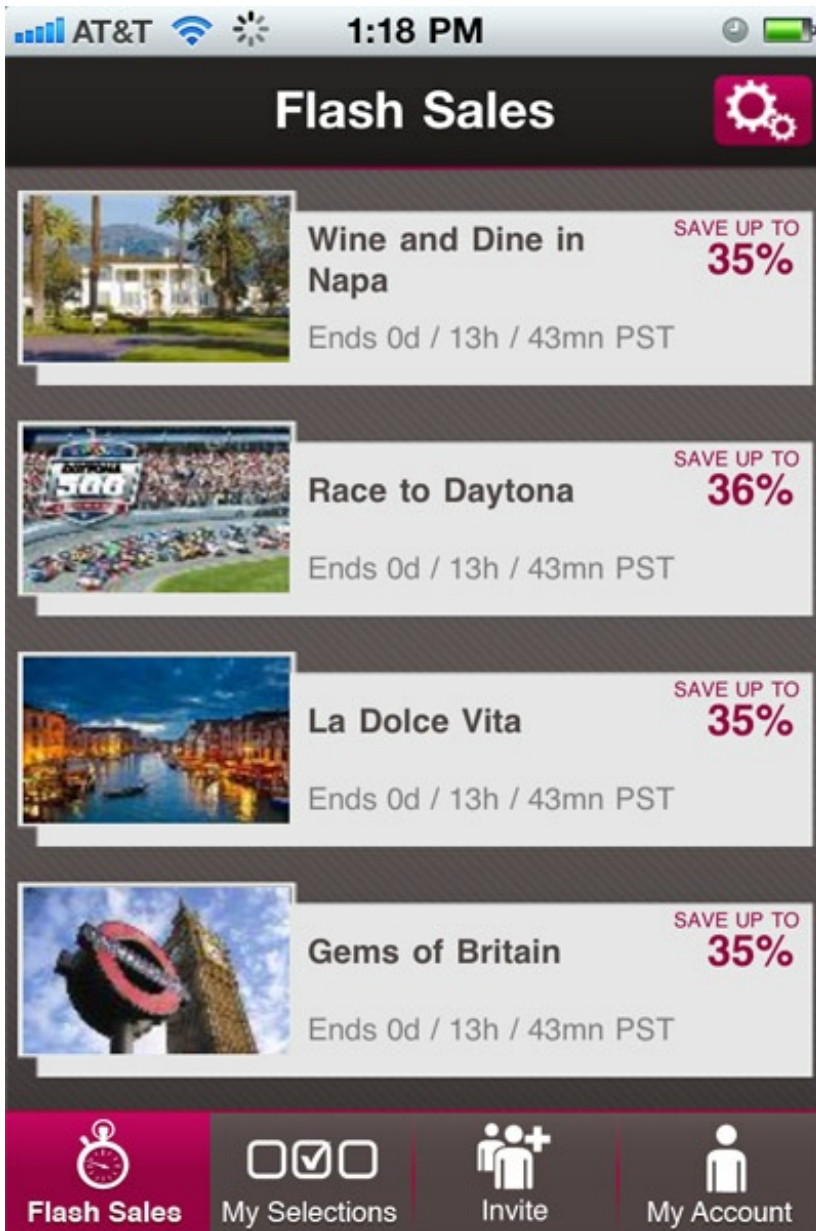
“Luxury consumers will be able to check their travel plans on their mobile phones, which has special features that helps to take better advantage of the Web site,” said Gilles Talec, CEO of Voyage Privé U.S., New York. “Users can select and save vacations that they are interested in without actually buying them, and can also share these special trips with others.”

Inside the app

The new iPhone application is available for free in Apple’s App Store.

While an invitation is usually required for users to access Voyage Privé, downloading the application automatically provides a membership.

When users first enter the app, they will see the flash sales listed with thumbnails on the first screen.



Homepage of the application

The sales are clickable, and give a much bigger picture along with trip details and prices, including how much the user saves.



Individual sales page

There is also a map option where the user can check out the locale where the specific trip is taking place, along with the ability to email the trip and social media functionality through Facebook and Twitter.



Map page

The application also has additional photo galleries and special features that are only available to the site's mobile users.

Each section has four or five different offers that users can choose from. These differ in special activities, prices and meal and tour options.

Users can opt to add the trip to their favorite selections so that they can go back and look at them quickly.

Another section of the application allows users to invite friends and family members using email, Facebook and Twitter.

If a referred friend books a trip, the original user gets a \$25 credit put toward their next trip.

There is also a section where users can check their account settings.

These include user details, past bookings, friends, travel credits and notifications.

Users can look at the names of future destinations and opt to receive push notifications

for when the vacation sale begins.

Consumers can filter and manage the sales depending on how they want to view the sales and how they want the sales listed.

Getting flashy

Flash-sale sites that were originally online are now offering iPhone applications so that affluent on-the-go consumers can get first notice on great deals.

Luxury discounters such as Gilt Groupe and Rue La La are taking advantage of the mobile platform to reach consumers. Most even give a membership with download of the application so that their consumers do not have to ask around for invites from friends.

"The site has been around in France since 2006, and they have a wealth of travel partners and luxury brands," Mr. Talec said. "Voyage Privé already has committed collaborators that our consumers can enjoy."

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Final take

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