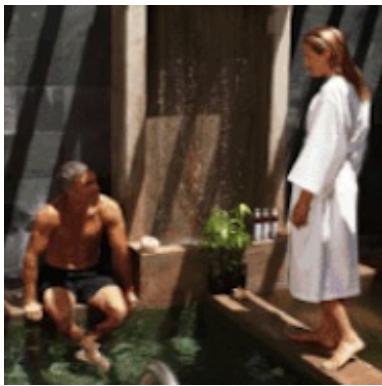


COMMERCE

Sentient Jet spurs new membership with spring promotion

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Promotional image for Sentient Jet package

By STAFF REPORTS

Private aviator Sentient Jet is helping consumers welcome spring with renewal and relaxation through a spa and travel package.

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To take advantage of the company's "Take Off with Sentient Jet" promotion, consumers need to purchase a new 25-hour jet card, for which they will receive a package worth \$10,000 to help them get away and unwind. For Sentient, providing these experiences creates an expanded understanding of the brand's customer service outside of the airplane.

Pairing up

For the package, Sentient partnered with a number of hotels and spas.

Cardholders will be able to select a complimentary \$2,500 gift card to Casa de Campo in Dominican Republic, Montage Laguna Beach in Laguna Beach, CA or Sea Island Resort in Sea Island, GA.



Sea Island Resort in Georgia

Those who purchase a card also get a couple's spa credit for \$2,500, which covers a 90 minute massage, 80-minute serenity detoxifying mud wrap and an 80-minute facial. Also included within the price is a manicure and pedicure for her, pedicure and scalp treatment for him and a personal training session for the pair.

Rounding out the offer is a \$2,500 gift certificate to Lululemon and a \$2,500 Sentient flight credit, which will be added to their account.

Sentient Jet looked to lure new travelers this past holiday season with a limited-edition jet card.

Consumers that purchased a Sentient Jet membership between Nov. 24 and Dec. 31 received a 25-hour Jet Card that included a few perks. Many private jet brands depend on memberships rather than one-time purchases, so enticing offers such as this are effective at locking consumers in ([see story](#)).

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