

INTERNET

DG Amazing Experiences gives jet owners new tips, brands valuable ad space

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Image courtesy of Ferragamo

By FORREST CARDAMENIS

A new travel newsletter catering exclusively to jet owners will offer both a new angle on travel writing and present brands with efficient advertising opportunities.

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Ultra-high-net-worth expert and media consultant Doug Gollan has launched "DG Amazing Experiences," which will provide news on hotels, resorts and travel experiences to private jet owners and their pilots. Because the audience for the newsletter is limited to UHNW individuals, it will be a useful advertising platform for all brands offering high-end products and experiences.

"[Private jet owners] are hard-to-reach in that being owners or CEOs of businesses that generate hundreds of millions and billions of dollars in sales, they are busy and mainly focused on running their businesses," said Doug Gollan, founder and editor-in-chief of DG Amazing Experiences. "My research found 85 percent of readers do not read other travel magazines or e-newsletters.

"Most of their readership is focused on trade magazines in the industries where they have businesses, be it citrus farming, manufacturing, auto dealerships, retail, banking, pharmaceutical distribution, real estate, engineering, shipbuilding and so on," he said.

"There was also a smattering of readership for enthusiast titles around yachting, hunting, fishing, golf, diving and watch collecting, but it was clear this UHNW audience is not being reached effectively by typical travel and luxury media platforms."

Ready, set, jet

The need for a private jet is a result of a need to travel. Accordingly, the national Business Aviation Association estimates that private jet owners make more than 100 flights every year and spend over \$500,000 along the way on hotels, cruises, safaris and more.

As such, they are also high-spending luxury consumers. Collectively, private jet owners spend \$150 billion every year on high-end fashion, jewelry, watches, automobiles and real estate.

However, because these jet owners are constantly moving, often juggling businesses with outposts in different countries or continents, they can be very difficult to reach through advertising. DG Amazing Experiences will offer an opportunity for brands to reach these consumers via advertising.



Affluent business traveler; image courtesy of Rolls Royce

DG Amazing Experiences will reach an international group of jet owners, with 10,000 being in North America and an additional 3,000 worldwide. They are in all 50 U.S. states, spread throughout 40 countries and include CEOs and C-level executives from Fortune 500 companies.

The newsletter includes interviews with travel experts, with recent topics including picks for the best new hotels, aviation news about new airports or helipads and worthwhile experiences being offered in a particular city, including a 30-course tasting menu in London.

Additionally, each newsletter will feature a special report, an in-depth look at a single hotel or experience.

DG Amazing Experiences editorial team maintains complete control over these special reports. Research shows that such content is 88 percent more effective than branded content and 50 percent more effective than user reviews.

Indeed, although only 19 percent of readers said they were already familiar with The Brando, the resort featuring in the first special report, 79 percent said they were "more likely to visit," with 12 percent having plans to do so within a year. Moreover, an additional 8 percent expressed interest in the \$350,000 "full takeover" the resort offers.



TCS world travel private jet, courtesy Robb Report

"An article in Conde Nast Traveler about a hotel never refers to coverage about that property in Robb Report or Departures and vice versa," Mr. Gollan said. "My reports cite other relevant reports by top journalists, plus provide a level of detail that you can't get from normal travel articles or Web sites.

"I also interview top travel agents who have visited and sell the property. For example, in a Special Report on Mukul, I gave specific recommendations for which villas are best for families and which are best for couples."

The content will help the private jet owners make the most out of their trips in accommodations and experiences. With 85 percent of readers saying they do not read any other travel magazines, DG Amazing Experiences has the chance to corner a high-value market.

Fly away

Making the publication timelier, the private jet market is positioned to expand in certain regions.

The Middle East has emerged as a strong market for private aviation, according to a new report by Wealth-X and

WINGX Advance.

The typical private jet owner in the Middle East is younger than global jet owners and, despite an average net-worth of more than \$500 million less, has planes an average of three times as expensive, near \$50 million compared to the average global owner's \$16.4 million. The numbers show not only that private aviation is a viable market in the Middle East, but other high-priced luxury offerings could also find a home ([see story](#)).

Additionally, the market will only continue to grow as the UHNW population becomes more global.

The global ultra-high-net-worth population is larger than ever and will continue to grow, according to a December 2015 report by Wealth-X and UBS.

In 2014 there were 211,275 UHNW individuals with a combined net worth of almost \$30 trillion, increase from 2013 of 6 percent and \$2 trillion, respectively. This population number will continue to grow, with another 40,000 individuals set to add another \$10 trillion by 2020, although economic patterns could alter buying behavior despite the increase in wealth ([see story](#)).

Targeting this demographic exclusively and specifically has helped inform the voice and style of DG Amazing Experiences.

"I knew that they are UHNW and spend a lot of money on travel," Mr. Gollan said. "At the same time, I knew there was nobody doing a travel newsletter written in CEO-style."

"In writing my newsletters, I approach it as if I was making a presentation to the Board of Directors - to the point, fact-based, honest analysis and data to back up any recommendations," he said.

"Also, whereas many newsletters are simply teasers to click through to a Web site, my audience said they wanted all of the key information in the email so they can read them during periods when they don't have Internet access. I think that was a key insight and really makes the way I present my content much different than anything else out there."

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