

TRAVEL AND HOSPITALITY

## Bluejet's Times Square ad promotes private aviation between China and US

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*Private aviation is beginning to take off in China. Image credit: Wikimedia*

By DANNY PARISI

China's Bluejet is hoping to encourage more Chinese luxury travelers to use private jets when journeying to the United States with an out-of-home digital display in New York.

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Located in New York's Times Square, Bluejet's display promotes the prediction from the aviator's CEO Cheng Xingming that China will surpass the U.S. as the dominant consumer of private jets in the near future. Bluejet primarily operates between China and the U.S. and this new advertising investment is meant to encourage the large number of Chinese travelers to the states to switch to private aviation.

### Private aviation

China has a large market for international travel. With the growing wealth of its affluent class, more Chinese business professionals are traveling to the U.S. to close deals, sign contracts and for leisure.

In response, the Chinese government has expanded its travel infrastructure, building hundreds of new airports throughout the country.

But Bluejet thinks more can be done to encourage wealthy Chinese travelers to embrace shared ownership of private jets. Through Bluejet's system, as with most private jet companies, multiple customers can collectively own one jet and share its use.



*Bluejet's display ad in Times Square. Image credit: Bluejet*

To encourage the use of more private jets among Chinese travelers, Bluejet licensed a large advertisement to be displayed, in English and Chinese, on a large digital screen overlooking Times Square.

Here, the company is hoping to convert the many Chinese travelers and tourists who are staying in New York either for business or pleasure.

While this campaign is based out of China, Bluejet has been working to bring its private aviation routes to other countries, with a major new network interlinked with airports in places such as Switzerland and Japan.

Sharing a private jet will allow wealthy consumers to travel in comfort and privacy while keeping costs under control since purchasing a full jet is not required.

### **Chinese air travel**

The private jet industry is one to watch for representatives from all over the luxury world as those travelers who come by private jet are most likely to desire other luxury experiences while abroad.

Luxury travel e-newsletter DG Amazing Experiences surveyed 200 private jet owners, asking them the question, "What type of travel/travel experiences are you most interested in?" The responses included everything from wellness and spa getaways to hunting and fishing trips, showing the varied inclinations of these affluent travelers ([see story](#)).

This holds especially true for Chinese travelers, who have been upping their spending abroad over the past few years.



*New York's Times Square. Image credit: Wikimedia*

The 2015 Chinese International Travel Monitor reveals that even with the economy sputtering, consumers plan to

travel more and spend more while traveling than they have in the past. If China's ballooning affluent and middle classes maintain this behavior, they can offer luxury brands a reprieve from the otherwise tumultuous times ([see story](#)).

Following a 58 percent rise in duty free sales from Chinese consumers in 2015, 2016 saw slower growth, attributed partly to considerations such as the European terrorist attacks and visa accessibility. Even with this slowdown, China continues to be the number one global shopper market, generating a third of tax-free sales internationally ([see story](#)).

Finally, Bluejet's promotion is significant because of data that shows Chinese travelers desire experiences while abroad.

Chinese outbound tourists have long been a high-priority group for luxury brands, but the demands and habits of younger travelers are changing quickly. The digital natives aged between 18 and 36 years old want a more personalized experience, including superior guest services and smart device integration ([see story](#)).

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