

TRAVEL AND HOSPITALITY

NetJets offers flights from the Hamptons to summer camps for family visits

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NetJets private flights will fly from the Hamptons to 25 summer camps around the east coast. Image credit: NetJets

By DANNY PARISI

With many affluents sending their children off to summer camp, private aviator NetJets will be tapping into the desire for parents to visit by operating day-trip flights from the Hamptons to 25 different campgrounds along the East Coast.

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NetJets allows customers to rent private jets for short-term periods, enabling them to make single trips without having to purchase a plane. With the weekend of July 21-23 being one of the most popular travel slots for luxury buyers, NetJets is cashing in on the wave of affluent travelers.

"Time is an asset to our owners," said David Lawrence, senior vice president and regional manager of the northeast for NetJets, Columbus, OH. "They fly with NetJets to accomplish the impossible when it comes to their busy travel schedules.

"Owners have the advantage of choice and are not always subject to the strict schedules of commercial airlines or smaller fleets of other private aviation providers. With the scale and flexibility of the NetJets fleet, they can schedule several business meetings in one day, in cities across the country, and still be home in time for dinner with the family."

Summer vacation

The summer months for East Coast affluents usually see them send their kids off to summer camps around the country.

As the summer goes on, NetJets has noticed a trend of increasing customer travel from the Hamptons in the middle of July, which usually coincides with camp visitation days when parents go to check on their children.

In the world of private aviation, paying attention to these trends and the movements of wealthy buyers is paramount to crafting the right promotions.



The interior of a NetJets plane. Image credit: NetJets

To capture some of the audience that is going out to the Hamptons to see their children, NetJets will be running day trip flights from the east end of Long Island, one of the richest areas in the United States, to 25 different summer camps from the Adirondacks to Maine.

The promotion has been primarily promoted through an email marketing campaign, making NetJet "owners" aware that they can take a private jet directly from their neighborhood to their child's summer camp.

Visitation Day

NetJets was also a sponsor of the Parrish Museum Gala this year, a major art and culture event on the east end of Long Island. In its email campaign, NetJets promoted the summer camp trips by telling customers they could leave in the morning to go see their child and be back in time for the gala that evening.

NetJets works by allowing customers to partially own a jet, which is shared between all the owners. This weekend will be the first time NetJets is allowing non-owners to fly as well.

These types of campaigns are often employed by private jet companies where customers can take limited-time trips with promotions related to the destination, such as a trip offered by Deer Jet and Waldorf that doubled as a cultural tour of Europe.



A NetJets plane. Image credit: NetJets

Guests that are part of the "Europe Dream Journeys" trip from Deer Jet and Waldorf Astoria will be immersed in local art and culture throughout their entire journey.

Deer Jet's 787 Dream Jet transports travelers from Hong Kong to either Paris or Rome. Guests will receive seven complimentary nights at Waldorf Astoria locations in either city in the presidential suites ([see story](#)).

NetJets is applying similar logic but to the more personal destination of visiting a child at summer camp.

"This offering is incredibly unique," Mr. Lawrence said. "We are giving individuals an opportunity to experience the NetJets advantage with this limited-time offer."

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