

TRAVEL AND HOSPITALITY

## VistaJet tackles Chinese traveler market with new digital platform

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*VistaJet is helping bolster the lucrative Chinese traveler demographic with a new digital platform aimed at them. Image credit: VistaJet*

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By DANNY PARISI

Private aviator VistaJet is expanding its China market coverage with a new Chinese language Web site in support of its recent compatibility with WeChat.

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The aviation company is working to capture more of the lucrative business from Chinese luxury travelers as they criss-cross the globe with the launch of its new Chinese site. The move comes a few months after VistaJet unveiled the ability for Chinese customers to book a private jet through WeChat.

Chinese travelers

It is no secret in the luxury world that wealthy Chinese travelers are an extremely potent group.

Due to the growing affluence in China, Chinese travelers make up a significant portion of luxury buyers.

For luxury brands, it is important to cater to their desires, and VistaJet is doing just that with its latest addition to its services.

The private aviation company is offering a new local-language Web site made specifically for Chinese travelers seeking to go abroad.

This is an entirely new Web site and not just a Chinese language option on the brand's regular site.

By offering an entirely new site, VistaJet is playing into the larger trend of localization, which has been happening as the luxury industry continues to internationalize its services.

The idea behind localization is that brands should do more to create experiences that are catered to the unique and specific interests and desires of a country's audience, rather than offering the same content and services to different people from around the world.

VistaJet recently began allowing customers to access its fleet of private jets through the Chinese social media giant WeChat. Customers were able to book flights on a private jet straight from their mobile devices, and now VistaJet is offering the same benefits to Chinese customers without WeChat.

## Luxury aviation

The United States is becoming a highly coveted travel destination among affluent Chinese consumers, and due to their spending habits the demographic has proven extremely influential, according to a new report from YouGov.

Chinese affluent look to purchase luxury goods while traveling abroad, and Chinese consumers spend the most out of any group while traveling. YouGov's Affluent Perspective 2017: Chinese Luxury Shoppers in America finds that 56 percent of Chinese affluent are planning a trip to the U.S. within the next two years ([see story](#)).

This has proved to be a boon for luxury providers of all types and not just fashion brands. By catering to Chinese consumers, VistaJet may also be boosting their patronage of luxury resorts.

The interests of private plane owners may surprise those in the travel industry, as they extend beyond the expected affluent desires.

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, but luxury hotels topped the list ([see story](#)).

VistaJet's new digital platform, coupled with its launch of WeChat earlier this year, shows that it is dedicated to offering services catered to Chinese travelers.

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