

TRAVEL AND HOSPITALITY

XOJet flies into spa, wellness sector to appeal to consumers

September 28, 2017



Visitors at Canyon Ranch participate in wellness activities. Image credit: Canyon Ranch

By BRIELLE JAEKEL

Private aviation charter XOJet is partnering with a known wellness authority as consumer interest continues to gravitate toward health and mindfulness practices.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Canyon Ranch is XOJet's latest partner, who will be providing exclusive packages and offerings to members of the latter's program. The partnership is a part of XOJet's subscription-based membership programs that allows subscribers access to special pricing and benefits from luxury destination partners.

"From access to global hotel benefits to ultimate resort experiences, we believe in collaborating with service-oriented and like-minded brands to offer unmatched and customized opportunities and experiences tailored to the lifestyles of our clients," said James Henderson, chief commercial officer of XOJET. "Since wellness is a cornerstone of XOJET's promise to our clients, Canyon Ranch is an important and wonderful partner.

"It consistently has been rated one of the world's best spa and wellness brands since owners Mel and Enid Zuckerman founded it in 1979," he said.

Wellness and experience

The luxury spa resort brand is known for providing special culinary and physical experiences that focus on wellness. The resorts are fitted with certified dietitians and physicians in addition to physiologists and therapists.



XOJet's interior cabin

Affluent consumers are becoming more interested in wellness in both nutrition and fitness, making this partnership beneficial to the future of XOJet in a tumultuous time.

Other brands involved in XOJet's program are Butterfield & Robinson, Mandarin Oriental, Virgin Galactic, Creative Artists Agency, Etihad Airways, Pebble Beach Resorts, Yellowstone Club and Vail Mountain & Beaver Creek Resort.

These collaboration help provide one-of-a-kind experiences for travelers and consumers, who are more interested in experience than ever before.



Canyon Ranch's mountain view in Tuscan, Arizona

In XOJet's press release, the charter notes that private flying for the brand has increased in the past few years and record-breaking sales growth. The brand noted that it saw a 40 percent growth in sales and a 48 percent growth in charter-brokerage business.

XOJet endeavors

XOJet also continued to display its commitment to service with its first global hotel partnership with Mandarin Oriental Hotel Group in January.

Through XOJet's partnership with Mandarin Oriental, its Preferred Access and Elite Access clients are eligible for privileges at the hospitality brand's hotels and resorts. XOJet has worked to ensure that every aspect of a trip where its services are used is enjoyable by partnering with others in the travel and hospitality space to guarantee that no detail is overlooked ([see more](#)).

XOJet also offered seamless service and connectivity to private jet and commercial flyers alike through a new partnership with the United Arab Emirates' Etihad Airways.

Announced Dec. 15, the agreement will offer best-in-class service and connectivity to guests flying XOJet within the United States and on Etihad Airways flights around the world. The Middle East in particular has emerged as a strong market for private aviation, making XOJet's newly inked deal with Etihad Airways relative to current trends ([see more](#)).

"Canyon Ranch is excited to partner with a like-minded private aviation company XOJET to provide our guests with seamless, world-class service and exclusive benefits while they travel to our destination resorts," said Thomas Klein, Chief operating officer of Canyon Ranch.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.