

TRAVEL AND HOSPITALITY

## VistaJet looks to art world with new sponsorship, packages

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*VistaJet partners with Christie's for The Collection of Peggy and David Rockefeller. Image credit: Christie's*

By BRIELLE JAEKEL

Private aviation firm VistaJet, known for its partnerships with various travel brands to create unique guest experiences, is flying into new territory with a partnership with auctioneer Christie's.

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Sponsoring a special art exhibit, Vista Jet is looking to Christie's to bring an immersive experience for art fanatics. The Collection of Peggy and David Rockefeller, collected by the namesake philanthropists, features a range of Impressionist and Post-Impressionist works of art that will travel around the world and be auctioned off for charity by Christie's.

"We are excited and honored to partner with Christie's to present to the world the spectacular exhibition and world tour of "The Collection of Peggy and David Rockefeller," said Thomas Flohr, Founder and Chairman of VistaJet. "Since I founded the company in 2004, art and philanthropy have always had a significant role, as passions we share with many of our clients."

### Art and travel

Starting this past weekend on Nov. 24 in China, the collection will be traveling to various stops around the world, each destination bringing something different to the collection.

VistaJet is sponsoring the exhibit, which will eventually be sold at auction with all proceeds going to charity next May.



### *Vista Jet's private jet*

The exhibit is comprised of works of art from Peggy and David Rockefeller, who are known for their philanthropic efforts. Mr. Rockefeller explains that these pieces have brought so much joy to the two, and the couple hopes that they will now bring joy to others around the world.

Christie's global tour of the collection will stop in Hong Kong, London, Los Angeles and New York, where new elements will be unveiled at each stop.

While VistaJet is sponsoring the exhibition, it is also bringing a special experience to the exhibit by offering travel packages for guests to visit the collection at each stop.

"The World of Art Experience" package includes travel to each destination along with private tours and a yearlong membership to global arts club The Culturist. "The Direct Experience" will receive a membership to VistaJet Direct, which includes special rates on its mobile application.

"The Rockefeller Experience" includes travel for up to 10 guests to New York with VistaJet on one of its 72 silver-and-red jets. There, guests will receive a backstage tour of the collection and a feast, before a private tour of the collection and access to the live auction.

### Vista Jet

While VistaJet is appealing to art enthusiasts, it has also recently appealed to other markets.

For instance, the aviation firm VistaJet looked to usher in bookings from China's digitally savvy consumers through a conversational commerce endeavor with a potential to tap a large audience.

WeChat, Chinese consumers' predominant platform in communicating with brands and retailers, will house VistaJet's newest sales platform. The aviation firm hoped to increase bookings with convenience by tapping into an already established user behavior ([see more](#)).

VistaJet also expanded its China market coverage with a new Chinese language Web site in support of its recent compatibility with WeChat.

The aviation company worked 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 came a few months after VistaJet unveiled the ability for Chinese customers to book a private jet through WeChat ([see more](#)).

"Offering curated experiences in the areas of art and design, hospitality, travel and culture is a cornerstone of the VistaJet brand, and the sponsorship of such an important collection is a way for VistaJet to support not only the arts, but David and Peggy Rockefeller's philanthropic endeavors," Mr. Flohr said.