

TRAVEL AND HOSPITALITY

Flexjet searches for travel experience ideas through Instagram

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Flexjet uses Instagram to drum up excitement and ideas. Image credit: Flexjet

By BRIELLE JAEKEL

Private aviation firm Flexjet is sharing a unique take on a traditional influencer campaign that looks to consumers for new travel innovations.

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Flexjet is looking for creativity from Instagram users in a new effort, working with its chairman and a resort partner to crowdsource ideas. The firm is hosting a contest prompting followers to submit their plan for a one-of-a-kind itinerary for a chance to visit the Marquis Los Cabos resort in Mexico.

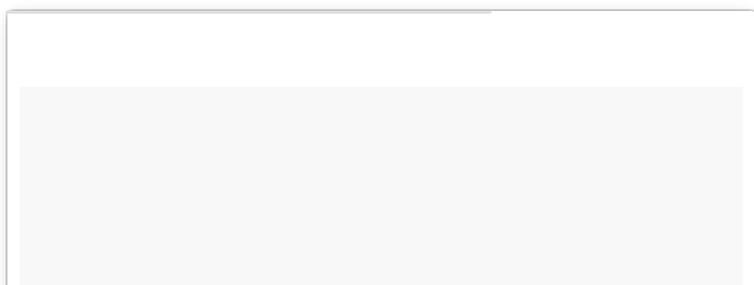
“I’m passionate about private aviation and about traveling to beautiful and interesting places, and I enjoy sharing my experiences on Instagram,” said Ken Ricci, chairman of [Flexjet](#).

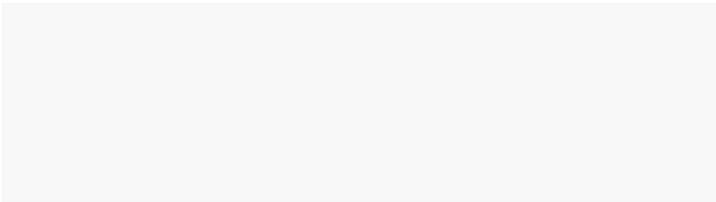
Influencers and Instagram

While Instagram campaigns are rampant with influencer partnerships, especially in the travel sector, Flexjet’s new campaign is a refreshing new take.

The company’s chairman, Kenn Ricci, who is widely popular on Instagram for his travel photography, is giving his followers the spotlight in this campaign. Mr. Ricci’s followers are sharing their ideas for an unparalleled trip that he can test out and share on his account.

Flexjet will decide two winners based on the quality of their ideas. The winning user will then be offered a chance to travel to the resort on the Baja California peninsula in Mexico via private jet.





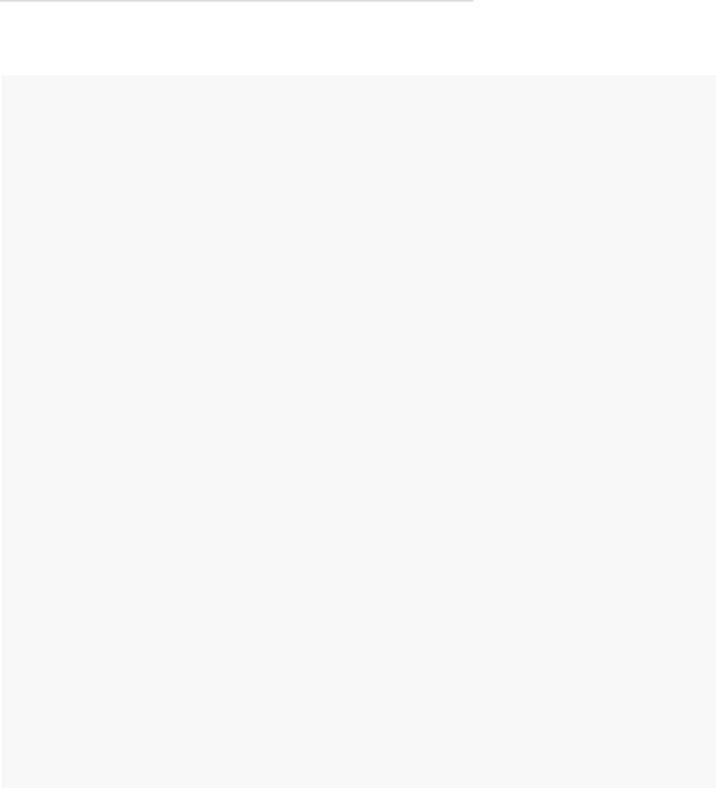
In Mexico, we had the opportunity to witness the release of baby sea turtles into the ocean as part of a conservation effort. Sadly, because of natural sea and land predators as well as humans (because of light pollution), normally, less than 5% of them make it to adulthood. Swim, turtle 🐢, swim!

A post shared by Kenn Ricci (@kennricci) on Mar 5, 2018 at 4:18...

Winners will get to meet Mr. Ricci on their private flight. The prize also includes a four-day and three-night stay in the resort.

Flexjet's contest is a rare take on a traditional user-generated content campaign, because consumers' ideas will be used for real itinerary ideas and a marketing campaign inspired by them. Many UGC campaigns will simply repost images or content from participants, but this campaign turns followers into real creators.

Instagram users interested in entering must follow Mr. Ricci's official account and comment a detailed description of their idea on the contest photo.



OFFICIAL CONTEST ENTRY POST - NO PURCHASE NECESSARY.

Ends 4/11/18. See official rules. —————

Two winners will each: Win a tropical getaway on a private jet!

✈️ Flexjet will fly the winner and a friend on a private jet to Scottsdale, AZ, and from there, we will fly together to Cabo San Lucas, Mexico. 🏖️ In Cabo, the winner will enjoy a 4-day, 3-night stay at a Leading Hotel of the World, Marquis Los Cabos.

✈️ Flexjet will fly the winner back home by private jet.

Transportation to and from the airport will be provided via a

black car service. ----- HOW TO ENTER
I'm looking for the best 2 suggestions for a new travel
adventure. 📍 You should suggest a location I should visit,
experiences I should have (like restaurants, hotels, tours, etc.),
and perhaps even the people I should travel with. The more
detail the better! 👤 Follow me, @flexjetllc, and
@hotelmariquiscoscabos 📌 Like this official contest post 📌 In
the comments on this post, submit your travel idea with the
hashtag: #KennRicciCaboContest and tag friends who would
also enjoy this contest

A post shared by Kenn Ricci (@kennricci) on Mar 15, 2018 at 5:3...

Location concepts can be anywhere in the world, but should have a notable component that make them stand out from a standard trip.

Flexjet has stated that the winners will be judged on “criteria including originality, creativity, relevancy to the Ricci Instagram account and feasibility.”

Each entry must include the hashtag #KennRicciCaboContest.

Flexjet strategy

The aviation firm has been beefing up its strategy to better cater to modern affluents and travel enthusiasts.

Flexjet recently extended its experience to the road through a partnership with a premium car rental service.

Flexjet's collaboration with Go Rentals will facilitate transportation to events such as The Masters and Concours d'Elegance. The partners also focus on building co-hosted experiences for clients, building on their shared dedication to customer service ([see more](#)).

The brand also just empowered its customers through an updated mobile application that brings a slew of new features to innovate in the private flying space.

Private jet owners are be able to access features to make their travel more convenient and bring them closer to the Flexjet brand. For instance, one feature allows users to view a photo of their pilot to find them better at the airport for a more seamless journey ([see more](#)).

“I’m asking my Instagram followers to suggest new travel destinations, and two of those who come up with the best ideas will win a private jet vacation to Cabo San Lucas, one of the most exciting, picturesque places in the world,” Flexjet's Mr. Ricci said.

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