

TRAVEL AND HOSPITALITY

VistaJet looks to art, business ventures to woo Asian travelers

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

By BRIELLE JAEKEL

Private aviation firm VistaJet is investing further into the Asian market with special art and business initiatives.

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The global private jet company is extending its Collection of Peggy and David Rockefeller exhibition to appear in Shanghai and Beijing. VistaJet is hoping to appeal to art fanatics in Asian with its move, while also looking to attract business travelers with a Business Aviation Conference.

"ABACE presents a rare opportunity for visitors to explore a VistaJet aircraft up close and discover for themselves the attention to detail and luxury experience," said Leona Qi, president of Asia at VistaJet.

Flying in Asia

VistaJet is known for its partnerships with various travel brands to create unique guest experiences, but the company has now flown into new territory through a partnership with auctioneer Christie's.

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 ([see more](#)).



VistaJet looks to Asia. Image credit: VistaJet.

VistaJet has just announced that the tour will be now be coming to two other major markets in Asia.

In light of this exhibit, VistaJet is providing special packages that travelers can book. The various experiences will allow participants to embark on activities outside of the plane, such as a private tour of the collection, restaurant stops and a complimentary membership to VistaJet Direct.

For its Asia Business Aviation Conference and Exhibition, VistaJet will give guests a look at its Global 6000 aircraft from April 17 to 19.



VistaJet looks to business. Image credit: VistaJet.

VistaJet has stated the impressive aircraft can fit up to 14 passengers and has the widest cabin of any other craft in its category.

The company is allowing participants to book a viewing of the craft via its WeChat account.

Consumers are also invited to use the WeChat application to book flights with VistaJet.

Private air

While the cost of private planes used to be prohibitive to all but the wealthiest, newer, more affordable air travel options are enabling a wider population of the ultra-affluent to take advantage of private aviation.

New research from Wealth-X and VistaJet presented on March 27 revealed that private fliers are not tied to a single mode of air travel, with even jet owners frequently opting for charters or first class commercial tickets depending on their immediate needs. Flying private is growing at a rate faster than the population of UHNW individuals and the number of privately owned planes, pointing to an increased use of alternatives to ownership ([see more](#)).

"I, along with our Asia team, will be available to welcome guests and showcase what makes VistaJet the number one operator in the region," VistaJet's Ms. Qi said.