

TRAVEL AND HOSPITALITY

Sentient Jet makes lifestyle push with digital content hub

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Sentient Jet's new digital redesign includes a exclusive content. Image credit: Sentient Jet

By DANNY PARISI

Private aviation company Sentient Jet is looking to elevate its online presence through the launch of a digital content hub called Atmosphere.

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Sentient aims to make Atmosphere a one-stop digital hub for its customers to learn everything they need to know about various destinations or behind-the-scenes looks at VIP events. Sentient Jet is hoping that this new host of content will supplement the other services offered to members.

Digital hub

Sentient Jet has always focused on the services provided on its private jets, but now the company is hoping to make customers' digital experiences just as interesting.

To do so, the brand has completely reinvented its Web site, bringing in a new design and functionality at the same time.

The main addition to the brand's Web presence beyond visuals is the introduction of Atmosphere. Atmosphere is the brand's new digital content hub designed for members and offering exclusive features from industry insiders.



Sentient Jet's new redesign focuses on digital content. Image credit: Sentient Jet

Atmosphere is focused on the life of a high-end traveler and will feature guides to a major city's art scene one day and interviews with notable people the next.

The content of Atmosphere will cater to affluent customers, recommending fine dining and other activities and sights in some of the world's most desired destinations.

Some of the inaugural stories in Atmosphere include a guide to New York's art scene written by Sotheby's chairman Lisa Dennison that recommends must-see art exhibits in the city, guides to the eight best travel destinations for this spring and a behind-the-scenes look at the Kentucky Derby.

In the weeks to come, Atmosphere will continue to roll out more exclusive content written by experts in the fields of art, travel and hospitality.

Atmosphere

Atmosphere's story showcasing the behind-the-scenes of the Kentucky Derby is a good match considering that Sentient Jet is continuing its support of horse racing at this year's Kentucky Derby by offering air travel and hospitality.

As the preferred private aviation partner of the Kentucky Derby Presented by Woodford Reserve, Longines Kentucky Oaks, and Churchill Downs Racetrack, Sentient Jet will power the Derby Air travel services. Due to the prestige and positioning of horse racing, many luxury brands get in on the action with sponsorships and experiences surrounding such events ([see story](#)).

Most recently, the brand has focused on improving the perks available to its members, such as making it easier for its members with health concerns to travel courtesy of a partnership with a medical concierge.



Sentient Jet's Atmosphere. Image credit: Sentient Jet.

Sentient has renewed its relationship with PinnacleCare for a second year, offering clients access to medical evacuation and health advisory services. For travelers with chronic illnesses, travel can be a stressful undertaking, leading to a number of healthcare-focused hospitality alliances ([see story](#)).

The new digital relaunch comes just two years after the brand released a mobile booking application in which users can get instant access to real-time flight information.

Sentient's mobile app launch in 2016 supported its recent growth, as it had just completed its record-breaking summer in which it saw its best performing sales since 2007. The app allows Sentient cardholders to book private planes in real time with accurate quotes, ratings features, flight information and reports, customer service live chat and geo-location push notifications ([see story](#)).

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