

TRAVEL AND HOSPITALITY

VistaJet aims to decommoditize private jet travel through experiences

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VistaPet aims to make traveling with man's best friend easier. Image courtesy of VistaJet

By SARAH JONES

Private aviation firm VistaJet is leaning on partnerships and services to differentiate its flying experience and brand, looking to simplify air travel for clients who are wealthy yet time poor.

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With travelers spending so much time moving around the globe, VistaJet is seeking to turn the cabin into the extension of a family home, with services that focus on real needs rather than extravagance. Responding to a client need, the company is now extending its offerings to non-human family members with the launch of VistaPet, a global travel program that focuses on making pets feel more comfortable in the air.

"We ensure that in everything we do, we place our members first," said Matteo Atti, executive vice president of marketing and innovation at [VistaJet](#). "Our focus on customer experience doesn't just lie in the cabin."

"The most comfortable journey starts with a simplified booking service, continues with an uneventful flight and ends with a seamless transfer to your final destination," he said. "We are continually developing new and innovative offerings, based on feedback from our customers about their true interests and service needs."

"If we look at our cabins in particular, we use the finest fabrics and interiors to make every flight as inviting and comfortable as possible, regardless of the reason for travel. For business leaders we can organize a complete on-board office suite, and for groups or families, our fully equipped galleys and hostess service on every flight ensure no request is too out of reach."

"Every aspect of our cabin is designed to provide a home away from home environment so that all passengers feel welcome and relaxed even if they are four-legged."

Pet-friendly service

VistaPet was based on customer trends. The company has seen a 104 percent uptick in guests traveling with pets, and one in four VistaJet clients travel with their furry friends.

At the same time, 75 percent of consumers do not trust airlines to transport their pets.

"For many, pets are simply part of the family, and with travel standards on commercial flights failing to meet pet owners' service expectations, it is a necessity to address the need for seamless travel for both animal and human," Mr. Atti said.

Looking to fill this void, the VistaPet experience begins before boarding, as guests are educated on the regulatory needs of their destination. For instance, a pet may need to be microchipped or vaccinated depending on where they are traveling to.

Pets can also undergo flight-ready training to help overcome a fear of flying. VistaJet is working with The Dog House to offer a four-week course to desensitize pets to the sensations of air travel.

VistaPet is catering to furry travelers

While on the flight, owners will be given a travel bag of helpful items to take care of their pet, including food, treats and water-free shampoo.

VistaJet has also developed a pet-friendly menu that includes proteins such as salmon or chicken with vegetables and brown rice. To help calm a dog or cat, a flight attendant can also add essential oils to a pet's water dish on request.

"VistaPet is another example of VistaJet placing our members at the center of everything we do," Mr. Atti said. "It is a service created especially for them and available to all passengers globally."

"We designed VistaPet in collaboration with experienced veterinary practitioners, groomers, dietitians and coaches to respond to the unique needs and challenges faced when traveling with a pet," he said. "From travel bags and sleep mats, to balanced menus, travel advice and fear of flying courses, pets can expect the same excellent service as our lead passengers."

Partnership approach

VistaPet is just part of VistaJet's recent pushes into partnerships. For instance, after the company noticed that consumers were bringing their own bottles of wine on board, it decided to create a program that allows oenophiles to have an array of wines at their disposal that rivals a restaurant.

In addition to an expanded menu, the program includes tours, a wine concierge and a wine club that sends members bottles at home.

VistaJet has also sought to deliver family-friendly travel with a children's program. Taking advantage of the time that a family has together while in the air, VistaJet can host parties based around themes such as Alice in Wonderland or secret agents.

The company also trained its crew in children's education and development through a program with Norland College.



VistaJet has focused on children's travel. Image credit: VistaJet

Millennial consumers with children are a significant \$39.2 billion portion of the travel market, and they plan to up their vacation spending by 12 percent in the coming year.

During a keynote presentation at The New York Times Travel Show on Jan. 25, an executive from MMGY explained that millennials are the only generation expected to up their travel spending this year, and about half of the age group

now has families of their own. About a third of all vacations taken in the last year included children, and minors are having a heavy influence on family travel plans, making both parents and their progeny a target for travel marketing ([see story](#)).

"Flying with VistaJet is an extension of our customers' lives," Mr. Atti said. "It allows them to be in more meetings or locations around the world within the shortest period of time."

"For many business leaders who are flying over 100 hours per year or needing to be in multiple locations in one day, flying commercially simply isn't an option," he said. "In offering guaranteed availability with as little as 24 hours' notice no matter where you are in the world, we grant access and value to our customers."

VistaJet also flew into new territory with 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 story](#)).

"We partner with brands who are leaders in their field and who have the same focus as we do customers, service and innovation," Mr. Atti said. "Our key partners allow us to curate tailored experiences for all those who fly with us."

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