

TRAVEL AND HOSPITALITY

JetSuite latest to emphasize experiences with personalized trips

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JetSuite celebrated its 10-year anniversary. Image credit: JetSuite

By SARAH RAMIREZ

Private light jet firm JetSuite is elevating its offerings with the introduction of bespoke travel itineraries for clients, as aviation companies look to become more experience oriented.

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Through a new partnership with luxury travel agency Embark, JetSuite will be able to coordinate trips across several destinations, including accommodations, and provide access to special events. Each JetSuite Experience will be fully customized and is intended to reflect clients' specific tastes and preferences.

"Our clients will have access to highly personalized experiences that are built from the ground up with every detail tailored for them," said Stephanie Chung, president of **JetSuite**, Dallas, TX. "These offerings represent the latest stride in JetSuite's ongoing dedication to elevating the spirit of hospitality.

"JetSuite Experiences by Embark allows us to extend the level of luxury our clients experience on-board to the rest of their travel experience, changing the way our clients see travel and inspiring unique journeys that will create memories for a lifetime," she said.

JetSuite Experiences

JetSuite travel advisors will work directly with clients to tailor each experience to their needs. Travel advisors also communicate with other guests traveling with the client to ensure no concerns are overlooked.

The aviation firm encourages clients to work with advisors directly for the most personal and collaborative service, instead of passing the communications to personal assistants and others.



A Phenom 100 from Jetsuite. Image credit: JetSuite

"With our partner Embark, our clients will have access to highly personalized experiences that are built from the ground up with every detail tailored for them," Ms. Chung said. "The process begins with a profiling session during which an Embark travel advisor will get to know the client personally and understand their preferences, goals, and wishes."

By working with Embark, which has a team of 30 travel advisors, JetSuite clients can access preferred partner benefits with hospitality brands including Four Seasons, The Ritz-Carlton, Rosewood, Peninsula Hotels and Mandarin Oriental.

Although each JetSuite Experience can be personalized, the firm's Web site makes suggestions based on destinations and interests as a jumping off point.

For instance, JetSuite has curated experiences in Miami that can appeal to singles, couples and families, such as VIP access at a nightclub or an airboat ride at Everglades National Park. Selected hotels include the St. Regis Bal Harbour and Edition Hotel.

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Instagram post from JetSuite

In San Francisco, JetSuite can arrange a VIP tour at Lucasfilm, a private tour at the city's Museum of Modern Art or a meal at Michelin star-rated Atelier Crenn. Fairmont's Claremont Club & Spa and The Ritz-Carlton, Half Moon Bay are among the recommended hotels in the Bay Area.

JetSuite, which is marking 10 years of service, is also bringing more in-flight amenities to affluent travelers. Diptyque, Venus et Fleur, Coyuchi, Red Flower, Torn Ranch and For the Furry are a few of the brands partnering with JetSuite to provide luxury amenities for in-flight customers ([see story](#)).

Private air personalization

A growing number of hospitality brands and aviation firms are putting greater focus on personalization and unique experiences.

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.

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 ([see story](#)).

Private aviator NetJets relies on constant customer feedback from its owners to improve everything from aircrafts to the overall onboard experience.

Berkshire Hathaway-owned NetJets personalizes its owner experience before takeoff, assigning every client a personal service number and encouraging its services teams to build relationships with each owner. A commitment to safety including an in-house metrology team and rigorous pilot training also contributes to a more luxurious experience for owners ([see story](#)).

Meanwhile, hospitality group Four Seasons Hotels and Resorts is taking to the skies with an updated private jet concept that aims to bring back the glamour of flying. In-flight workshops and demonstrations are a differentiating feature of the Four Seasons jet setting experience ([see story](#)).