

MOBILE

Jetsetter bolsters iPhone app with trip planner, 360-degree image rotation

August 31, 2011

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By RACHEL LAMB

Gilt Groupe flash-sale site Jetsetter is increasing the appeal of its iPhone application with a trip-planning feature, 360-degree tours and push notifications.

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Luxury Daily

First released earlier this year, the iPhone app took a backseat to the more popular iPad app, which Jetsetter planned to provide a better canvas for its high-resolution imagery. With versions for Apple devices, Jetsetter soon aims to develop apps for the Android platform.

“We really focused on the iPad app because it is the perfect device for our photo-driven content,” said Kellie Pelletier, director of communications at Jetsetter, New York.

“But our mobile team has been dedicated to the iPhone app for some time now,” she said. “We are focused in mobile, in general, because people come to our site every day but we need to make it easy for them to read and search.”

Over the top

Jetsetter’s iPhone app contains many of the same features that make its iPad app so popular. But the most unique feature for the modified version is the trip-planning aspects which consumers can use even while on vacation.

For instance, there is a feature where users can ask for directions if they are lost or need to find something while on vacation.

If consumers type a question into Jetsetter and reveal the country they are in, the app will return the question back in the translated language.

Users can also develop an entire trip itinerary or call customer service for help.

Many of the app's features are available offline so that consumers do not have to run up their data bill when traveling internationally.

Other features include sharing through Facebook, Twitter and email.

There is also a 360-degree photo feature with high-definition panoramic views.



360-degree property views

The app will include push notifications to alert consumers about new vacations and allow consumers to search for vacations or browse through editor's picks and themed sets.

Jetsetter's modified app saw many aesthetic changes, such as a flipped color scheme,

increased photo resolution and a new design.

Setting the bar

The Jetsetter iPhone app launched last week, but the brand did not market it until yesterday because of Hurricane Irene in the Northeast and the news of Apple CEO Steve Jobs' resignation.

However, Apple published a print ad including the Jetsetter app in the New York Times, The New Yorker and The Wall Street Journal last week that helped Jetsetter increase its iPhone app downloads by 150 percent.

The Jetsetter app is now currently in the Top Free travel apps in Apple's App Store.



Individual page in the Jetsetter app

The brand is also promoting the app via Facebook and search engine optimization on Google.

Members were emailed earlier this week with a message containing new app features.

“The first try wasn’t our best work,” Ms. Pelletier said. “But now, the app is designed specifically for the iPhone and almost all parts of it have been tweaked.

“It isn’t just taking the Web site and putting it onto a phone,” she said. “It’s something that

we are very proud of.”

Final Take

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