

TRAVEL AND HOSPITALITY

## VistaJet unveils global bespoke travel programs

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*With VistaJet World, the private aviation firm will offer bespoke travel experiences. Image credit: VistaJet*

By SARAH RAMIREZ

Private aviation firm VistaJet is hoping to deliver more engaging travel experiences with the launch of a bespoke tour program, further extending its offerings beyond transportation.

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Through VistaJet World, members can choose from 15 unique global experiences, ranging from cultural to adventurous, which will then be tailored to their individual preferences and passions. The program's launch coincides with VistaJet's 15th anniversary.

"VistaJet World is on the intersection of our customers' business and personal lives," said Matteo Atti, executive vice president of marketing and innovation at VistaJet, London. "As a company, we not only travel with them anywhere on the globe, but also try to satisfy their endless curiosity for exploring the world and its opportunities.

"The number of requests for inspirations for incredible journeys has grown trifold in the past two years alone," he said. "We see more and more customers investing in personal growth, or dedicating time to their relationships with family and people who share their same interests."

### World tours

Since 2016, VistaJet has had a Private Office that creates bespoke experiences for clients. This service is now being expanded into the VistaJet World program, leveraging partnerships with companies including Indagare, Nota Bene and Blue Marble Private to deliver personalized travel itineraries.

Aptly-titled, VistaJet World offers trips to all corners of the globe. The curated experiences focus on different themes: philanthropy, adventure, arts and music, nature and animals and dining discovery.

"We started [designing the experiences] by studying all the passion points of our customers and looking for journeys nobody has ever tried before," Mr. Atti said. "Then we added a touch of adventure, discovery and learning and selected experts and partners who could guarantee excellence in every moment of the trip."



*Travelers can visit private wine collections as part of VistaJet World. Image courtesy of VistaJet*

VistaJet World experiences allow members to enjoy behind-the-scenes access on multi-stop journeys to destinations that are not well-served by commercial flights. This adds to the trips' authenticity and uniqueness.

Through "Volcano Expedition," travelers can see a bubbling lava lake on a volcanic island in the Pacific. Members can also camp next to an active volcano while accompanied with a team of experts.

Members who are curious about science, medicine or entrepreneurship can go on a multi-city tour with Dr. Jordan Shlain, visiting state-of-the-art science labs. The experience is meant to emphasize health-tech and investment opportunities, with stops including the Chan Zuckerberg bio hub in San Francisco.

For those more interested in indulging, the "Global Wine Tour" includes visits with some of the world's oldest wine making families and tastings from their private collections. Members can also visit vineyards, wine auctions and more, from Napa Valley, CA to Bordeaux, France.

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### *VistaJet has launched a dedicated Instagram for VistaJet World*

Environmentally-conscious travelers can experience an "Anti-Poaching Safari" led by Howard Jones, CEO of international wildlife charity Born Free. The foundation is leading a technology-backed field project, and VistaJet members have an exclusive opportunity to participate in the conservation work.

Other trips include privately curated expeditions in Iceland and Greenland to view the midnight sun and northern lights, and a stargazing and wine tour in Argentina.

#### Bespoke experiences

VistaJet has previously turned to partnerships and services to differentiate its flying experience and brand, looking to simplify air travel for clients who are wealthy yet time poor.

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 ([see story](#)).

As VistaJet expands its offerings beyond plane charters into luxury tours, other hospitality brands are also experimenting with bespoke travel experiences.

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.

Four Seasons originally began flying in 2015 with a branded Boeing 757, but the hospitality brand is moving on to a fully customized Airbus 321 Neo in 2021. As the luxury hospitality industry continues to emphasize unique, bespoke experiences and upscale service, Four Seasons is looking to offer more engaging and enriching travel opportunities.

Air travel with Four Seasons is different than other private flying firms because its staff manages accommodations and the trip itinerary, including highly exclusive excursions and local recommendations ([see story](#)).

However, the FS Jet is a single aircraft limited to a set number of trips each year. VistaJet World is a more extensive program offered to all of its members.

"VistaJet is first and only to offer a program of this depth and breath and able to offer multi-destination trips across many countries," VistaJet's Mr. Atti said. "Our global infrastructure allows seamless trips of a magnitude unseen to this date, with an incredibly efficient use of our members' time."