

TRAVEL AND HOSPITALITY

## VistaJet engages Ferrari Racing fans through photography contest

October 12, 2020



The Global 6000 has #VistaJet and #FerrariRacing branding. Image credit: VistaJet

By LUXURY DAILY NEWS SERVICE

Private aviation firm VistaJet is touting its partnership with Italian automaker Ferrari through a new photography contest.

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Plane-spotting fans are encouraged to capture the Global 6000 featuring the #VistaJet for #FerrariRaces livery. Since 2019, VistaJet has partnered with Ferrari to provide private jet travel to the marque's racing team.

"I am incredibly proud to be supporting the most iconic and successful racing team in the world for a second year," said Thomas Flohr, founder and chairman at VistaJet, in a statement. "Innovation, technology and a focus on efficiency are values we share with them.

"VistaJet will continue to provide the Scuderia Ferrari team with seamless travel, to ensure their focus is on what is important the competition on the track," he said.

### Promoting partnerships

This racing season, VistaJet will be flying Ferrari drivers to international GT races and championships.

To enter the content, participants must post photos of the jet on Instagram by Nov. 9 and tag VistaJets' official account. The hashtags #VistaJet #FerrariRaces and #FindTheRedTail must also be included, further increasing social media engagement for both brands.

To celebrate VistaJet's partnership extension with Ferrari, we are launching a photo competition to find and capture our #VistaJet for #FerrariRaces Global 6000 aircraft.

Click the link to discover more.

T&C's apply / Competition ends 9th of November #FindTheRedTail

VistaJet (@vistajet) **October 12, 2020**

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Three winners will receive a VistaJet aircraft model and other branded gifts.

VistaJet has several other partnerships with luxury brands.

Earlier this year, the aviation firm partnered with Rocco Forte Hotels and Roar Africa to ferry guests to destinations and resort properties as demand for private air travel soars over COVID-19 fears ([see story](#)).

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