

TRAVEL AND HOSPITALITY

VistaJet introduces a new world of travel opportunities

October 28, 2020



VistaJet is introducing a new service, Private World. Image credit: VistaJet

By LUXURY DAILY NEWS SERVICE

Private aviation firm VistaJet has revealed its exclusive list of preferred partners, hotels, residences, private islands, yachts and ski destinations through Private World.

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VistaJet Private World is a new global program for private travel that provides its members with the benefits of an integrated team ready to support them at any step. The service will offer its members access to suites, historical estates, private retreats, yachts and slopes through a door-to-door service, no check-in, privacy and a host of personal services.

"Private World marks the start of a radical transformation on the top end of the travel industry," said Matteo Atti, executive vice president of marketing and innovation at VistaJet, in a statement. "A shift in the business model not governed anymore by volume of booking, but led by quality, trust and shared values."

"Our selection of partners is inspired by the desire to protect, preserve and promote the highest know-how of the best hospitality services," he said. "Our members know that when they enter the VistaJet Private World they step into a place of tranquility, safety and excellence."

All-inclusive

Private World will provide its members with a plethora of options, from business suites in London and Hong Kong to mountain resorts in Aspen to islands in Maldives. As complete buyouts emerge as a new category for private travel, VistaJet's Private World is expanding into estates, islands and yachts to ensure total privacy.

The VistaJet Private Office will personally manage every request and introduce members to partners to begin their private travel experience, tailoring every element to their preferences before they leave home to board their private jet.

With more than 50 partners and properties, the VistaJet Private World portal provides a complete portfolio of services exclusively for its members. Categories such as VistaJet-to-Suite, VistaJet-to-Yacht, VistaJet-to-Slopes and more make it easy to browse the content and navigate opportunities.

Partnerships have emerged as an essential part of private air travel.

In June, VistaJet partnered with high-end African tour operator [Roar Africa](#) that specializes in the ability of travel to aid conservation of wildlife and wild spaces. The new service acknowledged the current reality of global travel with smaller footprints, less human contact and health precautions as the COVID-19 coronavirus outbreak is ravaging economies and lives worldwide ([see story](#)).

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