

TRAVEL AND HOSPITALITY

## VistaJet helps loved ones venture out with The Surprise Reunion

October 8, 2021



*The Surprise Reunion excursions for families are also customizable. Image credit: VistaJet*

By LUXURY DAILY NEWS SERVICE

Private aviation firm [VistaJet](#) is helping consumers create special moments with a new offering, The Surprise Reunion.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The private aviation firm is collaborating with event planners Sharky & George in providing a series of adventures and surprises for passengers. Participants will receive mysterious packages in advance of their flights, including maps, cryptic messages and clues as to their final destinations where they will spend time with their loved ones.

"After more than a year of missed milestones and holiday gatherings, our hope is that this will give families and friends something exciting to look forward to, encouraging them to spend time together, exploring new places, creating new traditions and celebrating every moment, big and small," said Matteo Atti, executive vice president of marketing and innovation at VistaJet, in a statement.

A surprise to remember

The Surprise Reunion offerings can be designed to suit disparate passenger ages, interests and travel preferences. Excursions for families are also customizable.

VistaJet will be providing thematic in-flight activities to foster excitement before all parties arrive at their destinations.

Some itineraries include "The Ultimate Quest," a treasure hunt that can feature boat chases, drone deliveries, buried chests, high-tech spy equipment and more; "Adventure Race Across the Globe" for groups with a competitive spirit with an excursion that begins on a mountain, kicking off a week-long adventure that involves paramotoring over peaks, tracking wildlife and dog sledding; and the "Immersive Historical Experience" which will help travelers return to Ancient Greece with a group convening on a superyacht for two weeks in the Peloponnese.

VistaJet continues to augment its offerings and packages, collaborating with other organizations and brands to give

consumers unforgettable experiences and amenities.



*Since 2019, VistaJet has partnered with Ferrari to provide private jet travel to the marque's racing team. Image credit: VistaJet*

In June, Vista Global and Italian automaker Ferrari announced they were extending their partnership, paving the way for professional and amateur Ferrari drivers to fly to races around the world.

The private jet fleet will now be open to all Ferrari drivers participating in international GT races and in the Prancing Horse championships. Private aviation firms VistaJet and XO, subsidiaries of Vista Global, will provide a tailored experience for passengers preparing for their next race ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.