

TRAVEL AND HOSPITALITY

## VistaJet expands Private World collection with European excursions

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*New packages include "Beyond Picasso." Image courtesy of VistaJet*

By LUXURY DAILY NEWS SERVICE

Private aviation company **VistaJet** is taking meaningful travel to new levels with its latest additions to its Private World fleet.

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The Private World collection offers a breadth of experiences that aim to offer unparalleled, memorable luxury from private islands, yachts, exclusivity and more. Centered on curated service and privacy, the portfolio now includes experiences in France, Spain and more.

A whole new world

The Private World collection and network currently boasts 595 partners across 43 categories, constantly evolving to reflect consumers' disparate travel targets and dream destinations.

Previously introduced itineraries include exploring the Altai Mountains in Mongolia; fostering adventures in the Namibian Desert; and submarine sagas in the Caribbean.



*The Picasso package will bring travelers to places not open to the public. Image courtesy of VistaJet*

New packages include "Beyond Picasso" which is a three-week bespoke trip across France and Spain that offers an intimate and thorough exploration of the works of Picasso through several museums, private collections and arenas that are not open to the public.

Another addition includes "Masterclass with the world's best winemakers" where consumers will travel to Italy to meet with leaders in the wine industry, including Vincent Chaperon, Chef De Cave at Dom Prignon, Renaud Fillioux de Gironde, cellar master at Hennessy and more.

VistaJet continuously works to expand its offerings to members.

In April, VistaJet partnered with the Frieze Art Fairs for exclusive and VIP access to some of the world's top art events. Many luxury brands leverage art partnerships to reach affluent collectors and patrons ([see story](#)).

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