

TRAVEL AND HOSPITALITY

Volato partner rewards program takes off

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To bring the new benefits to its members, Volato has partnered with nine companies across multiple sectors. Image credit: Volato

By LUXURY DAILY NEWS SERVICE

Private jet ownership company Volato is embarking on a new venture in the skies.

Now available as of Thursday, Dec. 7, the Partner Benefits program is open to all Volato Fractional Owners and Volato Insider Members, elevating offerings to those within the corporation's loyalty associations. The benefits run the gamut of experiences, upgrades and other services.

"Enhancing our service and enriching the customer experience is at the core of what we do," said Derek Shore, senior partnerships manager at [Volato](#), in a statement.

"Our new partnership program, developed with Volato's Experience Concierge team, expands this from the premier flying services we provide to the experiences, accommodation, entertainment and ground transportation needs that complement our customers' flights," Mr. Shore said. "We eagerly anticipate collaborating with this introductory selection of esteemed partners to create exceptional and luxurious moments for our customers and look forward to adding more benefits as we receive feedback from our members and build this program over time."

Flying high

Multiple offerings are included with the launch of the new program, spanning lodging, travel amenities, entertainment and ground transportation.

To bring these new benefits to its members, Volato has partnered with nine companies across sectors to please the most customers it can. Car rental service Hertz, wellness brand Canyon Ranch, spirits e-commerce platform Reserve Bar and luxury villa rental agency Lacure Villas are among the corporations providing services to those loyal to Volato.



The new offerings span multiple industries and interests. Image credit: Volato

Other perks include a poker streaming platform, an on-call concierge, motorcoach purveyors and baggage for frequent flyers.

Also adding a new upgrade for its clientele is private aviation company VistaJet. The company recently introduced a 360-degree wellness program in the sky ([see story](#)).

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