

TRAVEL AND HOSPITALITY

# VistaJet introduces science-backed sleep program

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*The VistaJet Sleep program includes an on-ground experience at the company's network of wellness destinations. Image credit: VistaJet*

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By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Private aviation company VistaJet is changing how travellers rest at 40,000 feet in the air.

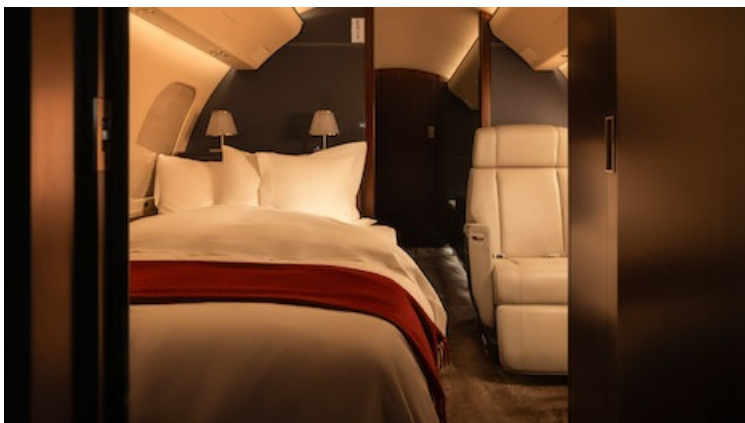
Today, VistaJet launched a new Sleep program designed to transform in-flight rest into an optimized recovery experience. The regimen was created with the aid of Dr. Peter Attia and the company's in-house nutritionists and team of Cabin Hosts.

"Cabin Hosts are true experts in the art of rest," said Gemma-Anne Jones, head of cabin service innovation at [VistaJet](#), in a statement.

"They cross time zones as often as our members do and understand how vital recovery is to feeling balanced," Ms. Jones said. "Their expertise ensures every environment on board is precisely tuned from light and temperature to texture ensuring every flight supports complete rest wherever our members wake."

## Sweet dreams

By applying the most up-to-date science regarding recovery, circadian alignment and cognitive performance, the new program has created a routine where each stage of the rest cycle is managed.



*Sleep is enhanced through hypoallergenic bedding as well as temperature and lighting control. Image credit: Vistajet*

Before sleep, Cabin Hosts adjust lighting, temperature and sound to stimulate natural melatonin release and while guests sleep, they experience optimal cabin conditions and hypoallergenic bedding. Upon waking, gradual light adjustments and nutrient-rich meals restore energy.

The expectation is that this process will aid passengers in the rest and recovery process on impromptu travels or business flights.

"Sleep is a critical component of health, performance and longevity yet it is often the first thing disrupted by travel," said Dr. Peter Attia, in a statement.

"What excites me about partnering with VistaJet is the ability to influence this process in flight," said Dr. Attia. "By creating an environment where light, rest and recovery are carefully shaped to support circadian alignment, traveling becomes a restorative experience instead of a disruptive one.

"I look forward to continuing to introduce more insights and recommendations across all aspects of wellbeing, including planning, nutrition, exercise and recovery, to further VistaJet Members' journeys, no matter where they are traveling to or from."

The Sleep program is also available for the company's clientele through the VistaJet's private World network of global wellness destinations. Members can continue their rest journey at properties such as the Lanserhof in Austria and Germany, Six Senses Zighy Bay in Oman and Chiva-Som in Thailand.

"With a demanding travel schedule, sleep helps to maximize my recovery both physically and mentally so I'm sharp, focused and ready to strive for the best results," said Charles Leclerc, racing driver and VistaJet ambassador, in a statement.

In April, VistaJet named retired South African professional Gary Player as its newest brand ambassador ([see story](#)).