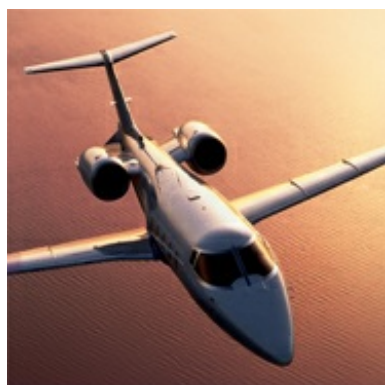


MULTICHANNEL

Flexjet chooses resort partnership to push end-of-summer service

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By TRICIA CARR

Private aviation provider Flexjet is giving its owners exclusive offers under a partnership with Lake Austin Spa Resort in Austin, TX, that could stir up interest among locals for both Texas-based brands.

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Flexjet's fractional jet owners can now receive room upgrades based on availability, a \$100 spa credit and enrollment in the resort's Monarch Club. Both brands are reaching out to locals via multichannel efforts to gain loyalty among their closest consumers.

"Lake Austin Spa Resort's reputation in the spa industry not only enhances the Flexjet brand, but helps reinforce our position as provider of exclusive, premium experiences across a variety of touch points," said Bruce Peddle, vice president of sales and marketing at **Flexjet**, Richardson, TX.

"At Flexjet, we are focused on the totality of the experience – not just focusing on the aircraft," he said. "This alliance with another Texas-based luxury destination company enables us to continue growth in one of our strongest and most established markets."

Birds of a feather

When Flexjet owners book a stay at the Lake Austin Resort Spa, they can receive a room

upgrade to a Lady Bird Suite named for the former United States First Lady, Claudia "Lady Bird" Johnson. The room features a living room, fireplace, private garden and whirlpool.

Other benefits include welcome amenities such as fresh flowers, a wine-and-cheese plate and a \$100 spa credit.

Flexjet guests will be automatically enrolled as Monarch Club members so they can receive offers and complimentary gifts from the resort.



Lake Austin Spa Resort

Lake Austin Spa Resort was voted the No. 1 destination spa in North America by Condé Nast Traveller readers. Flexjet likely entered this partnership due to the resort's reputation among affluent travelers.

Flexjet is raising awareness for the resort benefits to its owners via channels such as direct mail and e-newsletters.



Flexjet's Challenger 300

The private jet provider will also gain exposure among Lake Austin Spa Resorts' consumers through in-room collateral and other means, per Mr. Peddle.

Lake Austin Spa Resort's efforts for the package include targeted digital ads, direct mail and social media outreach.

"Lake Austin Spa Resort is confident two things will come from this partnership," said Elwanda Edwards, chief marketing officer and director of sales and marketing at [Lake Austin Spa Resort](#), Austin, TX.

“One, we are excited about introducing our No. 1-ranked destination spa to the very sophisticated Flexjet user,” she said. “Two, we are able to offer an unparalleled travel experience that begins from the moment our guest leaves their home, to the moment they return.

“From beginning to end, it is stress-free and highly-personalized, and that is what we consider to be truly luxurious.”

Start small

Flexjet will likely achieve its goal of reaching local consumers because this partnership is tightly targeted at the area from which it operates.

It is safe to say all luxury brands have consumers outside of the cities where they are based, but gaining local affinity can certainly strengthen the brand over time.

Many luxury hotel brands are offering packages to attract affluent locals. These guests might choose a hotel under the same brand when traveling if they have a positive experience.

For instance, Fairmont Miramar Hotel & Bungalows in Santa Monica, CA, is aiming at affluent couples by pairing up with local vineyard Malibu Wines to offer a culinary experience for its guests who favor local experiences.

The property is recreating the feel of Tuscany, Italy, wine country in Southern California where members of the area’s affluent population can take part in the “Under the Santa Monica Sun,” which includes a one-night stay, car rental, vineyard tour, picnic lunch and on-site dinner ([see story](#)).

In addition, hotel brand Mandarin Oriental’s Hong Kong property is partnering with Chinese airline Dragonair to provide an inflight menu that offers dishes from the hotel’s on-site chef.

Mandarin Oriental, Hong Kong, is raising awareness for its 10 restaurants by creating a menu that will be offered to passengers on Hong Kong-based Dragonair flights to Beijing and Shanghai ([see story](#)).

Brands are likely not wasting marketing efforts by aiming at a small geographic group.

Rather, brands can create a sense of community to gain loyalists. Affluent consumers tend to socialize with other affluents and can spread the message.

“Our main goal is to offer even more value to our owners while giving them yet another reason to travel,” Flexjet’s Mr. Peddle said.

Final Take

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