

IN-STORE

Flexjet celebrates Texas roots with culinary retreat

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By JOE MCCARTHY

Fractional jet ownership company Flexjet has teamed up with Lake Austin Spa Resort in Austin, TX, to bring guests on a rejuvenating culinary retreat.

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The initiative targets foodies and begins on the flight over as guests sample wine flights and food dishes. Placing its Southwestern heritage at the center of the partnership will appeal to passionate foodies who place a high premium on authenticity.

“Based in Texas, both Flexjet and Lake Austin Spa Resort serve a diverse clientele base across the state and the Southwest U.S. and are recognized for their white-glove customer service,” said Christopher Bero, vice president of global marketing at [Flexjet](#), Dallas.

“Flexjet prides itself on providing premium travel experiences, and generous perks at the top spa in the nation, paired with the very best in private aviation, is simply a match made in heaven,” he said.

Texan comfort

Guests have their choice of either a Learjet or Challenger aircraft to begin the trip.



Flexjet's Challenger aircraft interior

Visitors will be greeted with fresh flowers, a wine and cheese plate and spa related items such as treatment credits and a robe. The resort's Lady Bird Suit will be given to Flexjet members if it is available.



Lake Austin Spa Resort

Guests can book a private session with a personal chef to improve technical skills, remodel recipes and learn tips for healthy cooking.

Since the resort specializes in helping guests unwind physically and mentally, visitors can choose from an array of spa treatments.

To fit with the theme of the event, culinary-inspired treatments such as Nourishing Avocado Sea Mud Masque, Lakeshore Fig Scrub and Blueberry Restorative Facial are available.



Lake Austin Spa Resort

The Lake Austin Spa Resort was recently voted the number one spa destination in the U.S. by Condé Nast Traveler readers.

Flexjet can get interested consumers in the air heading to the resort with only 24 hours' notice.

Fitting company

Flexjet frequently partners up with leaders in the hospitality business to provide clients with engaging experiences.

The brand offered ultra-affluent travelers a chance to visit destinations from Hong Kong to Istanbul in curated forays over a 14-day period.

“Passport to the World” aims to bring together families or groups up to eight seeking a unique holiday experience and will be curated with the help of luxury adventure travel brand Abercrombie & Kent and air carrier Jet Solutions. The \$1.5 million package streamlines the transitional requirements between countries to ensure that the maximum time is spent absorbing new experiences ([see story](#)).

Also, the fractional jet ownership company celebrated the 50th anniversary of U.S. jet manufacturer Learjet with a nationwide tour that let guests explore the brand's Learjet 85.

The “Legends Redefined” event traveled to six U.S. cities Sept. 17 – Oct. 15 with a host of partners such as British automaker Aston Martin to introduce guests to Flexjet's newly acquired Learjet 85 ([see story](#)).

“As experts in aviation, Flexjet recognizes and appreciates experts in other fields, and is specifically interested in aligning with other luxury brands that are unmatched leaders in their respective areas of expertise,” Mr. Bero said. “We are proud of our association with these alliances, which also include Abercrombie & Kent, American Express, Aston Martin, Ghurka, Korean Air, Napa Valley Vintners and Royal Salute Scotch Whisky,” he said.

“Through these alliances, our Flexjet fractional jet owners receive exclusive benefits, incentives and services, providing even more value to their overall customer experience.”

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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