



# WELCOME TO VISTAJET PRIVATE WORLD

News / Business aviation



As privacy and safety become increasingly important for global travelers<sup>1, 2</sup> VistaJet, the first and only global business aviation company, announces Private World and opens up its exclusive black book of preferred partners, hotels, residences, private islands, yachts and ski destinations around the world. VistaJet Private World is the global program for private travel – a service to feel at home anywhere across all continents.

Sentiment around travel is shifting. Families and businesses are willing to travel again, even before a COVID-19 vaccine is available at scale<sup>3</sup>. As price registers as the least important factor when booking<sup>4</sup>, 79% of UHNWIs are more inclined than before to travel by private jet<sup>5</sup>, considering it a safer and more reliable flight solution. But to date, complexity in booking at destination has remained a concern for most travelers.

**Private World is hospitality in its truest sense, providing every Member with the benefits of an integrated team ready to support them at any step – whether traveling for work, exploring or relaxing. VistaJet’s Members are a unique community of global business leaders, entrepreneurs, visionaries, founders, dignitaries, royals and families. Private World will offer them seamless access to suites, historical estates, private retreats, yachts and slopes – through the simplest door-to-door service, no need to check-in, guaranteed privacy and a host of personal services to make their journey as simple as possible.**

Private World includes incredible partners across suites, islands, slopes, estates, and yachts. Starting from the best suites in the cities where VistaJet customers fly the most for business – London, New York, Hong Kong, Los Angeles, Dubai, Milan, Nice, Beijing, Shanghai and Moscow; extending to the most in demand sea and mountain resorts – Courchevel, Maldives, The Bahamas, Aspen, Fiji – as well as destinations that are out of the ordinary, to travel off-grid; with complete buyouts as the new emerging category for private travel, expanding to estates, islands and yachts, to ensure total privacy.

In addition, it is the smoothest door-to-door experience, prepared and served by the most inspired leading brands in hospitality. Personally managing every request, the VistaJet Private Office will introduce Members to the best partners to start creating their private travel experience, tailoring everything to their preferences before they leave home to board their private jet. For the first time, the concierge on the other end will be waiting for you, and only you. After a unique flight, Members will continue their journey with a personal welcome from the General Manager, swift access to their accommodation without check-in, with all their preferred services already lined up.

Starting with over 50 partners and properties, continually expanding to more locations around the globe, the VistaJet Private World portal, provides a complete portfolio of services exclusively to Members. Categories like VistaJet-to-Suite, VistaJet-to-Yacht, VistaJet-to-Slopes, VistaJet-to-Estate and VistaJet-to-Island make it easy to browse through the content and an intuitive search function helps navigate through opportunities in a simple way.

Introducing the new program, Matteo Atti, VistaJet’s EVP of Marketing and Innovation, said “Private World marks the start of a radical transformation of the top end of the travel industry. A shift in the business model not governed anymore by volumes of booking, but led by quality, trust and shared values. Our selection of partners is inspired by the desire to protect, preserve and promote the highest know-how of the best hospitality services. We work every day to ensure customers can access the best the world has to offer. Our Members know that when they enter the VistaJet Private World they step into a place of tranquility, safety and excellence.”



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