**SOAR INTO THE YEAR OF THE DRAGON WITH VISTAJET**

**Singapore/Hong Kong, January 22, 2024:** VistaJet, the world’s first and only global business aviation company, is celebrating the Year of the Dragon by presenting three unforgettable journeys curated for the Lunar New Year.

The dragon in the Chinese zodiac symbolizes adventure, success and ambition, which reflect the entrepreneurial spirit that has propelled VistaJet’s continued expansion over the past 20 years.

**Embark on new adventures in the Year of the Dragon**

VistaJet works with hundreds of partners around the world to curate personalized itineraries for its Members. This Lunar New Year, VistaJet is collaborating with Entourage Collection, the private members’ concierge and travel company, to recommend three spectacular itineraries with VistaJet providing point-to-point travel.

“Traveling with VistaJet is not just about getting from one place to another. We discover what our clients are passionate about and integrate it before, during and after each flight. Journeys start when their silver and red aircraft takes off, and continue with a new adventure on the ground,” says Matteo Atti, Chief Marketing Officer at VistaJet.

**Swiss Alps**

Take to the slopes at Verbier, an exclusive Swiss Alps ski resort that features vistas of the Matterhorn and Mont Blanc mountains. This high-altitude escape is easily accessible for VistaJet Members via the town of Sion, just a short drive away. This experience blends seamless private travel with top-tier skiing, world-class dining and bespoke family festivities. The resort is home to luxury private chalets that offer an extraordinary family retreat.

Activities include heli-skiing, paragliding and a family horse-drawn sleigh ride. The New Year celebration will culminate with a lavish private meal against the perfect mountain backdrop, symbolizing the year's achievements.

**Kenya, Victoria Falls and South Africa**

This unforgettable expedition begins in Nairobi, Kenya with breakfast at the Giraffe Manor where Members will be greeted by the resident Rothschild’s giraffes, loved by visitors of all ages. Embark on a safari in the legendary Masai Mara National Reserve, home to lions, elephants and buffalos, and admire the sunrise on board a hot-air balloon.

Continue south on a scenic flight over the awe-inspiring Victoria Falls, before staying near the mighty Zambezi River. The Cape of South Africa is the grand finale, where Members can explore Cape Town, nearby wineries and the majestic Table Mountain.

**Japan**

In this fascinating journey, VistaJet Members will be immersed in the vibrancy of the bustling metropolis of Tokyo. Explore the city's dynamic energy before venturing to Hakone, situated at the foothills of Mount Fuji, to enjoy a soak at the rejuvenating hot springs and take in Japan's stunning natural scenery.

The journey continues to Kyoto, a city that beautifully showcases Japan's rich cultural heritage. Savor a traditional Japanese Lunar New Year feast with family and friends, creating enduring memories. Further embrace the culture with a private tea ceremony guided by a tea master, or experience the art of kenbu sword dancing dressed in traditional samurai attire.

**Family feast at 45,000 feet**

These Lunar New Year adventures would not be complete without a family feast, and VistaJet creates the best festive fine-dining experiences in aviation. The secret to maintaining the same impeccable taste in the air as on the ground is to rely on fresh, high-quality ingredients. These must be naturally high in ﬂavor and retain their texture when reheated, to overcome the desensitization of taste buds that occurs in the air — at 45,000 feet, the perception of salt and sweetness is reduced by around 30%.

The VistaJet team works with world-renowned Michelin-starred chefs and restaurants to design a customized menu before each flight. Taste the difference when festive Chinese delights such as sticky rice dish *Nian Gao* are expertly paired with traditional Chinese teas, or when VistaJet’s signature Caviar Service is perfectly matched with Champagne, vodka or Japanese sake.

The Lunar New Year recommendations are part of VistaJet’s Private World portfolio, which includes exclusive experiences made available for VistaJet Members all year round. With guaranteed access to a fleet of over 300 aircraft including the ultra-long-haul Global 7500, that can fly 17 hours non-stop, VistaJet Members can take off anytime, to fly anywhere across the world.

**Information**

VistaJet | [press@vistajet.com](mailto:press@vistajet.com)

**About VistaJet**

VistaJet is the first and only global business aviation company, leading the industry by setting higher standards of service and safety for 20 years. On its fleet of silver and red business jets, VistaJet has flown corporations, governments and private clients to 187 countries, covering 96% of the world.

Founded in 2004, the company pioneered an innovative business model where customers have access to an entire fleet whilst paying only for the hours they fly, free of the responsibilities and asset risks linked to aircraft ownership. VistaJet’s signature Program membership offers clients a bespoke subscription of flight hours with guaranteed access to the Vista Members’ fleet of over 300 aircraft around the world, to fly them anytime, anywhere.

VistaJet is part of [Vista](http://www.vistaglobal.com/) — the world’s first private aviation ecosystem, integrating a unique portfolio of companies offering asset free solutions to cover all key aspects of business aviation.

More VistaJet information and news at [vistajet.com](https://www.vistajet.com/en/news/soar-into-the-year-of-the-dragon-with-vistajet/?utm_source=news&utm_medium=pressrelease&utm_campaign=lunarnewyear&utm_id=Ju653&utm_content=01)

**About Entourage Collection**

Entourage Collection is a private member’s concierge and travel company providing bespoke services, tailor-made for individuals and global brands alike.

Born from the desire to enhance, enrich, and curate the greatest experiences and opportunities available in the world, Entourage strives to help our clients navigate and achieve the best life has to offer, to assist with life’s everyday demands whilst harnessing its incredible opportunities. From an initial dream or concept through to the final result, we are there as knowledgeable guides through the process, delivering inspiring results.

As the zeitgeist changes, Entourage Collection is there, leading the way through experiences, access, and expert knowledge.

No request is too small and no dream is out of reach. With an expert team and an innate understanding of what true luxury means, our philosophy will forever remain “The Sky is No Longer the Limit.”

To learn more about Entourage Collection, please click [here](https://entourage-collection.com/).