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TRAVEL AND HOSPITALITY

XO Firsts entices members with post-jet travel, event experiences

September 28, 2023



Members can soak up the sun onboard a majestic Sunseeker Gulf yacht

By STAFF REPORTS

XO, a private aviation company with access to a fleet of more than 2,400 aircraft across all cabin categories, has debuted "XO Firsts" as an entre to a unique set of experiences for members.

The effort gives members many benefits, including instantaneous private flight booking options, to boost the private flying experience.

"We have created XO Firsts to offer our members more travel possibilities and further enhance their membership experience," said Leona Qi, U.S. president of Vista, New York, in a statement.

"Each First includes a complimentary beyond-the-jet travel opportunity designed to align with the passion points and travel interests of our member community, including private viewing and personal interaction at sports and cultural events and relaxing getaways in unique locations," she said.



XO Firsts is a new post-jet incentive for XO members

XOXO

XO will offer complimentary access on a first-come, first-served basis to sought-after sporting events, cultural happenings and private getaways.

These offerings will be announced monthly and exclusively to those consumers who have joined XO Membership or XO Reserve the private jet membership with the luxury of no limits and will go to the first member to claim and book round-trip flights by private jet, through XO, to the destination where their journey beyond the jet awaits.



Chef Daniel Boulud will cook a private dinner in Miami

Some of the experiences include:

A racing weekend in Austin, Texas

Access RR1 Excellence in Motion events and Paddock Club passes

Members can experience the thrill of racing with behind-the-scenes and an up-close race experience. They can receive VIP paddock club passes for the Austin race, giving them access to the best view of the track. They will also have entry to join Robb Report for an exclusive pre-race evening with their RR1 community and leaders across the motorsports industry.



Sunseeker Gulf yacht

Destination Dubai

Experience a day on a luxury yacht with Sunseeker Gulf

Members can soak up the sun onboard a majestic Sunseeker Gulf yacht. They can enjoy a day of personal service and choose to relax, swim or sunbathe throughout the day.

From the deck, they can indulge in a gourmet dinner prepared by local chefs, where they will take in views of the Burj Khalifa and Dubai skyline as they dine al fresco.



Romero Britto in his Palace Studio, Miami

All about art in Miami, Florida

Receive the Golden Ticket to Romero Britto's Palace Studio and dine with Daniel Boulud

Members can immerse themselves in the world of art and luxury with acclaimed artists. They can receive the Golden Ticket, which is a personal invitation to Romero Britto's Palace Studio for a private interactive tour where you they will get to see his art collection and learn about his creative process. They can also attend a private dinner hosted by Mr. Britto and prepared by world-renowned chef Daniel Boulud.

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