

FREQUENT FLYER DESTINATIONS

FLORIDA

MUST BE THE SUNSHINE

FLORENCE

FLOWER OF
ITALIAN RENAISSANCE

LONDON

LOOK LIKE A LOCAL

BERMUDA

5 BEST BEACHES

FREQUENTFLYERMAGAZINE.COM
WINTER 2016-2017

JUST LANDED

ZOETRY IN MOTION

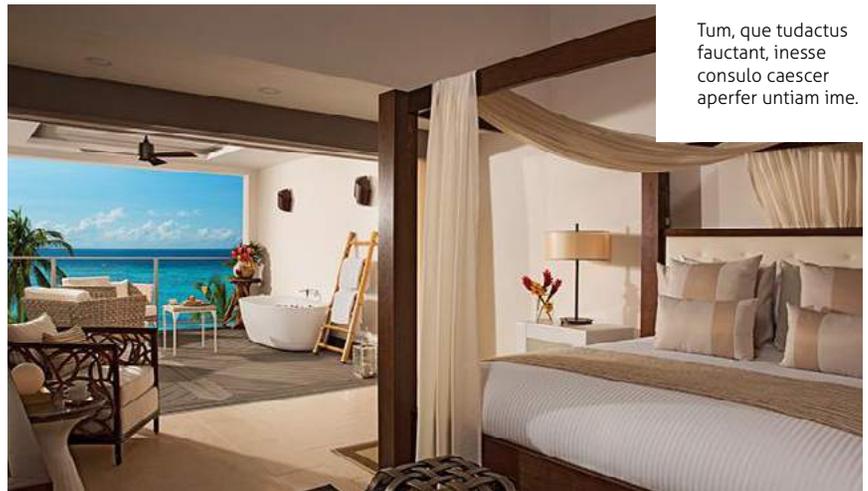
ZOETRY RESORTS, THE ART OF LIFE

For an escape that offers the ultimate in luxury while also providing the perfect environment in which to relax and recharge, it would be tough to find anything that fits the bill more perfectly than Zoetry Resorts, part of the AMResorts family.

Choose from several popular destinations, including Riviera Maya, Montego Bay, Punta Cana, Cancun and Aruba. All properties are situated to offer amazing views and the chance to bask in incredible natural beauty.

Among the impressive features that set Zoetry apart in a class by itself is the absence of check-in or check-out times (perfect for travelers who like to be flexible or spontaneous) and access to private, in-suite dining at any time of day or night.

From the moment you arrive and are treated to a welcome bottle of rum or tequila, it will be evident that this isn't your typical vacation. You will feel like a VIP when you experience the Endless Privileges that Zoetry offers all guests. Delight in a range of indulgences such as gourmet à la carte dining options with an assortment of organic food and beverage selections, 24-hour concierge services and maid services three times a day. This is a level of



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attention and pampering that is nearly unheard of in an all-inclusive package.

Wellness is a high priority at Zoetry, so it will come as no surprise that guests have a wide selection of pampering and rejuvenation services available to them. Recharge your body and nurture your spirit with services such as bamboo scrubs, deep sea mud wraps and honey exfoliation treatments. A soothing massage will alleviate stress and tension, while a Vitamin C sun repair treatment can help you recover from enjoying a bit too much sun.

Your accommodations are spacious and packed with every amenity you could want. No detail is overlooked, as the staff is diligent about ensuring you can completely relax in comfort without stress. From spa-like marble bathrooms to private terraces, resort suites are designed to delight.

There are plenty of options to enjoy privacy and solitude and you can also enjoy the romance as you watch amazing sunsets. Every moment of your stay will offer a picturesque backdrop so you will never forget that you are in a tropical utopia. 🇺🇸



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THE BAHAMA ISLANDS LIE JUST OFFSHORE OF SOUTH FLORIDA AND BLOCK MOST WAVES FROM GETTING TO THIS PART OF THE COAST, SO SMART LOCAL SURFERS OF ALL AGES CHECK FORECASTS OFTEN AND KEEP THEIR SCHEDULES FLEXIBLE, ESPECIALLY DURING THE WINTER SURF SEASON. WHOLE FAMILIES HEAD FOR THE OCEAN WHEN GOOD WAVES ARE EXPECTED, AND WE OFTEN KNOW A FEW DAYS IN ADVANCE SO WE CAN PLAN OUR WORK AROUND OUR TIME IN THE OCEAN.



FAIR DINKUM

VIRGIN AUSTRALIA TAKES "THE BUSINESS" UPGRADE OVERSEAS

Virgin Australia's recently unveiled "The Business" service brings first-class standards to business class. The cabin overhaul signals a bold shift in the airline's brand image, with customer-centric design feats to rival international competitors.

Passengers departing from Abu Dhabi to Sydney now get to experience Virgin Australia's award-winning international business class upgrade, currently flying on the carrier's wide-body fleets of Airbus A330-200 and Boeing 777-300ER aircraft.

The international service, which launched at Los Angeles International Airport on July 20, aims to escalate Virgin's brand image abroad and lure international business travelers away from its rivals.

In lie-flat position, the tailored B/E Aerospace Super Diamond seats extend to 80 inches in length, the equivalent of a queen-size bed, and the longest seats on offer over the east coast of Australia. Virgin Australia also boasts the widest seat on US routes at 28 inches in lie-flat mode, stretching three inches wider than its closest competitor.



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Greater control offered by touch-seat commands, improved graphic user interfaces on 18-inch Red Panasonic XE2 in-flight entertainment systems, a custom-made tablet holder and purple-infused in-seat mood lighting have contributed to the cabin's 95-percent customer satisfaction rating and 20-percent improvement in sales.

"The challenge for us was to take our brand as a low-cost airline, and reposition it as a premium brand," Asmar explained. Situated at the cabin entrance, the newly designed business-class bar delivers a bold statement to travelers, offering face-to-face service for up to four guests in view of Virgin Australia's signature flag-bearing flying woman. "It's the first point where the passenger arrives on the aircraft," said Daniel Flashman, tangerine's senior designer and Asmar's co-presenter. "This is Virgin Australia's brand statement." With space as an invaluable commodity, the bar cleverly borrows the area above the ottoman of a business-class seat for a counter ledge.

In line with recent front-of-cabin programs such as United's Polaris service, Virgin's redesign enhances its business-class product with first-class accoutrements. "What's the future of premium travel?" Asmar asked. "I think it's more of an evolution than a revolution. It will be innovations in first class coming down to business class." 🇺🇸

FEATURE

LONDON

HOW TO LOOK LIKE A LOCAL IN LONDON
PETER THOMPSON GIVES US AN INSIGHT INTO THE BUSY CITY





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London is one of the most famous cities and the capital of one of the most powerful English-speaking countries in the world. Hundreds of movies have been made about it or set in it, and thousand more books. And it's one of the most sought-after destinations in Europe, drawing millions of travelers year round. Still, there will be things about the city and its culture that might come unexpected, especially to first-time American visitors. While no amount of research and



THERE ARE ALSO COMMUNAL TABLES MADE USING THE SAME INSIDE-LIT ALABASTER AS THE FLOORING IN THE RECEPTION AREA, AS WELL AS AN OPEN KITCHEN, TWO 13.5-METER COUNTER TOPS OVERLOOKING THE BAR, AND A TOTAL OF 28 TELEVISION SCREENS

reading is better than immersion, a bit of knowledge can help you not look too much like a tourist and stick out like a sore thumb.

Take Public Transport with Confidencelt's usually easy to tell the tourists from the locals at a station. Tourists usually look quite hesitant, unsure of where to go and what to do next. The locals, on the other hand, walk with confidence and with purpose. While mastering the city's public transport system in a few days is impossible, familiarizing yourself with its basics can only take a day or two. Read up on how the intricate network of buses, trains, and river buses in the city



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Frequent Flyer Destinations Magazine will be relaunched in print and digital formats in 2016 as a luxury lifestyle quarterly magazine for business and leisure travelers. Our stable of award-winning writers and photographers offers a heady mix of content that prepares our affluent and globetrotting readers for every part of their “premium cabin” experience in the air and on the ground. Selected feature articles will be published on AirGuideOnline.com monthly in addition to weekly news.

The magazine will be distributed to our subscriber list of frequent flyers, business and leisure travelers and the corporate travel market, and will be available at the **American, Delta and United Airlines VIP, First and Business airport lounges** in the US and at London Heathrow and Gatwick airports, and the digital edition **inflight on selected airlines**.



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94% of passengers travel with their electronic devices

80% wish to stay connected and receive travel offers on the road

91% book flights, 82% book hotels, 59% book car rental online

REACH A CAPTIVE AUDIENCE OF AFFLUENT GLOBAL SPENDERS

- Purpose of travel for business: 73%
- Median Household net worth: \$409K
- Passengers aged 25-54
- Avg Household Income: 57% \$200K+
- Over 80% spend on fine dining, jewelry & watches and designer fashion
- Own a 2nd residence: 31%



We Keep You Connected with Travelers

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AirGuide Media & Apps reach a highly affluent, influential group of leisure and executive **business and leisure travelers** from across the globe with unparalleled purchasing power and universal influence. Whether seated in **First, Business Class or Economy**, passengers are CEOs, entrepreneurs, policy makers and leaders with spending capabilities across all sizes and sectors of business.

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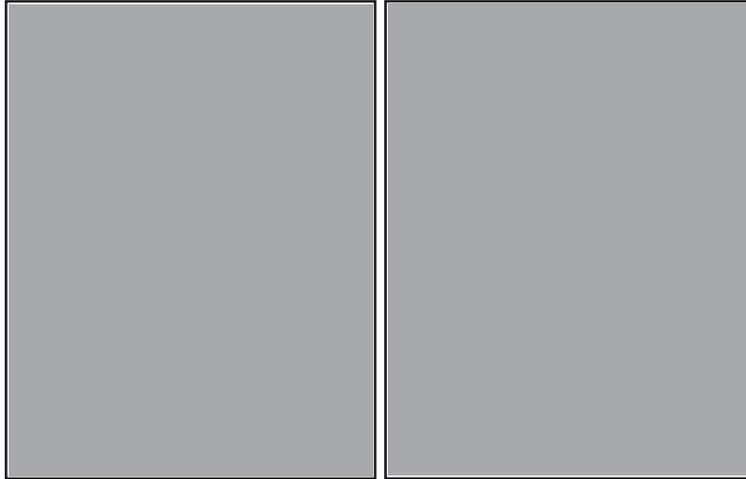
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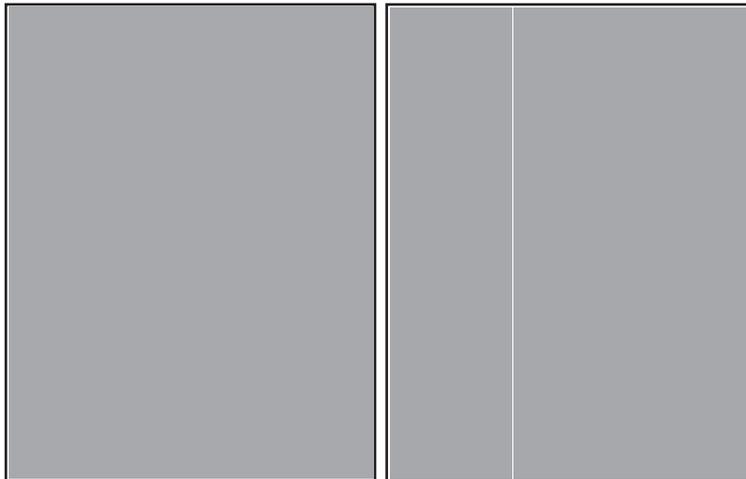
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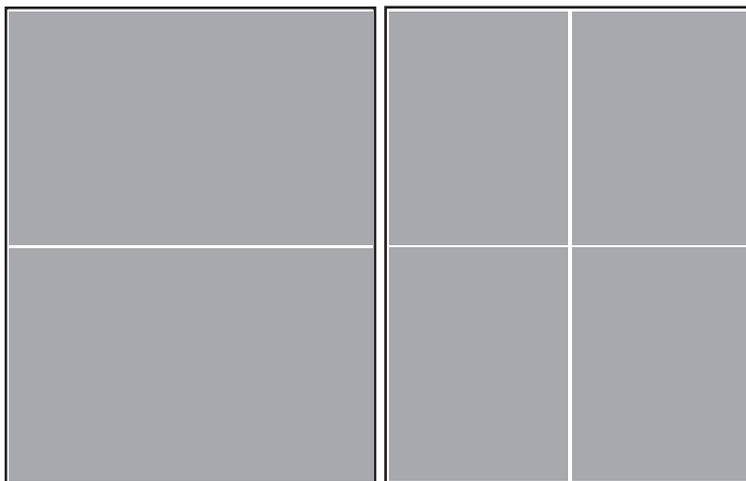


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