



Partnership SPARFELL X OETKER COLLECTION - Reaching new heights in luxury travel.

# Sparfell and Oetker Collection Soar Together

Bringing a whole new meaning to door-to-door service.

By Julian Thurtell

This year, travel has become the ultimate luxury. Amid the challenges of these unprecedented times, domestic and global excursions have completely evolved. Safety and service are now of vital importance. And a new partnership between Sparfell and the Oetker Collection is bringing those two qualities together like never before.

The international leader in private aviation Sparfell and the hotel and resort group Oetker Collection—known for such iconic locations as Eden Rock in St. Barths—now offer a luxury travel experience from your home to theirs. Guests can bypass the stress of the airport and commercial flights by boarding a private Sparfell jet, flying directly to any of Oetker Collection's Masterpiece Hotels, Estates, or Private Villas across Europe, the Caribbean, and South America.

Sparfell chairman Philip Queffelec and Oetker Collection chief project development officer Philippe Perd recently met at the Hotel du Cap-Eden-Roc in Cap d'Antibes to discuss this new height in hospitality, and the value of comfort and security.

**WHITEWALL:** *What does travel represent to you at this time?*

**PHILIPPE PERD:** I think luxury travel should be a tailor-made experience and should answer the needs of our customers, which are very different from one client to the next. A guest could enjoy a first-class cabin when traveling, yet another guest would prefer to sit on a private plane—which is why we are very pleased to have developed this partnership. It's about how you can best deliver a service which is aligned with the expectation of that particular guest.

Having this partnership with Sparfell allows us to start the experience not only at the door of the aircraft here in Nice, but at the guest's door at home. It's a dream.



Philip Queffelec's father flying a DC3 in 1964, Madagascar.

**PHILIP QUEFFELEC:** I started traveling with my parents. My father was a captain. At that time, luxury was something quite different than today. Very few people were able to fly due to its cost and the aircrafts were only capable of doing long range. You felt really privileged to fly—it was a real adventure, and a very luxurious atmosphere.

But today, travel luxury is private jets. You are flying with dedicated services, you know the people you are traveling with, you are and feel safe—which of course in the time of COVID-19 period is very important. This is the luxury today, to be able to bring people to their destination in a comfortable, efficient, and healthy manner.

**WW:** *How did this collaboration come together?*

**PP:** In the context of COVID-19, sometimes when you go through challenges, opportunities arise. Our travel partners in the United States and in Europe have clearly said that guests are traveling privately more and more because of the health crisis we are all going through. We had spoken with Philip for three or four years about different projects, so we reached out to Sparfell and agreed that a partnership could be developed that could answer the needs of our guests.

The service level is perfectly aligned. What a guest would expect at one of Oetker Collection's properties is similar to what they would expect flying with Sparfell. We can really customize the experience. There should be a seamless experience from the moment the travel experience starts, at the doorstep of the guest's home, to their arrival. The quality of the service we provide is consistent throughout that experience.

**PQ:** The first duty for Sparfell is, of course, safety for the customer. We have the highest technology, and now with this partnership, we want to have the service that corresponds to the spirit of Oetker Collection. In the past, we have been awarded to be the official carrier of the English Royal Family and we are still proud to be in charge of all of His Royal Highness, Prince Charles's tours.

With this partnership, we feel we have the best of two worlds. There is no doubt Oetker Collection represents the highest practice in the hotel industry and similarly in our duty to bring clients to the highest ideals of safety we complement each other. It's a combination of the highest standards in luxury.



Philippe Perd and Philip Queffelec at the Hotel du Cap-Eden-Roc / Oetker Collection.

**WW:** *How do you see travel evolving from here?*

**PQ:** I think the way to travel will change. For private jets, it's an opportunity to demonstrate that we can provide a door-to-door service.

We have a fleet that corresponds to any needs. We have small jets for European or domestic flights, accommodating six to seven passengers. We have mid-size aircrafts with more range, where you can easily have 10 passengers. At the top end, we have long-range aircrafts, capable of flying from Europe to Australia directly with 14 passengers.

**PP:** We have always had, for decades, families traveling together, and we sometimes see four to five bedrooms accommodations reserved only for that family's stay. So, of course, to offer our guests the possibility to travel together in an aircraft that can accommodate 12 to 14 persons is essential.

**WW:** *How are Sparfell and Oetker Collection thinking about their impact on the environment and sustainability?*

**PP:** I would say 2020 will not be a year to forget, but a year to remember. There are many opportunities that arise when you go through challenging times. This crisis has proven that the planet is suffering. On the other hand, we must have people traveling, because in our industry, without people traveling we cannot survive. So, we have to be clever, smart. We make sure that our dear guests, dear travelers, can offset the impact of their carbon footprint by contributing to philanthropic associations.

**PQ:** Aviation has a negative image if you're speaking about pollution. But aviation is just 2 percent of global pollution. From these two, 0.002 percent come from private aviation. We are not putting an aircraft in flight just to make it low cost, 10 flights a day even if empty. We don't create the demand, we answer it.

Growing up in Madagascar, I've always cared about the environment. We're working now on a special program around the issue of water on our planet—we will announce that in due time.

**WW:** *What is an ongoing challenge for you?*

**PQ:** The challenge is to find a team that subscribes to your spirit and who is loyal to the customer. We are very lucky to have the right people for that. Our difference in this industry lies in our history. We are a family business. I think this is what we offer to our customers, trust, knowledge, values... And this is important for me.

**PP:** The right people make the difference, in your industry and in our industry. It's not easy to say to people, "Welcome home." That home feeling in the Oetker Collection properties is extremely important. The family spirit is essential.



Philip Queffelec participating in the 1992 Helicopter World Championship at Vercennes.

