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Young Company Strikes Viral Marketing Success

Burgeoning luxury resort and hotel management company penetrates worldwide marketplace through low budget, high concept viral marketing campaign.

In a modern day David and Goliath tale, Jet Luxury Resorts, a young but growing luxury resort and hotel management company, reached a worldwide audience of millions through the implementation of a low budget, but high concept viral marketing campaign. The campaign, titled "Are You Ready to Jet?" is a sexy, charming, high-end video that was produced and shot at a fraction of the usual cost. Set within one of the company's top properties, the penthouse in the Palms Place Hotel in Las Vegas, a story unfolds about just how it feels to stay in such a room.

Within the first week of its launch, the video attracted over one hundred and seventy thousand hits on Youtube, landing on the most viewed position in five separate countries. In the US, the video is currently one of the most viewed videos in the Youtube travel section and has accrued over two hundred thousand hits. French television picked up the commercial and spotlighted it on French primetime TV as well as TBS, who chose the spot for its upcoming primetime television special, World's Funniest Commercials. Jet Luxury Resorts has seen a dramatic increase in both branding and reservations from the vast viral and televised exposure.

The commercial was conceptualized, directed and produced by new ad agency Soup2Nuts. It even stars a few of Jet Luxury's own—COO Steve Aylsworth and Operations Manager Mercedes Shea. "It was a true team effort to create this innovative commercial to grow the Jet Luxury brand internationally. More and more people are discovering that we are the best kept secret in the industry, bringing the rental community truly affordable luxury."

The emergence of new media and viral marketing creates another unique business model that Jet Luxury Resorts has capitalized on, confirming their meteoric rise in the hospitality marketplace by uniquely adapting to the changing travel market. Jet Luxury Resorts stands at the forefront of new media implementation, utilizing the power of the worldwide web to effectively yet inexpensively brand their new product.

To accompany the launch of the viral marketing campaign, Jet Luxury Resorts recently produced 4k digital resolution virtual tours of their newest resorts and properties. The tours, along with the viral marketing campaign and state of the art reservation center, can be found at the updated www.jetluxuryresorts.com website.

About Jet Luxury Resorts:

Jet Luxury Resorts is the premiere national 4 and 5 star condo-hotel management company that provides truly affordable luxury. Jet Luxury Resorts is at nine hotels in five destinations worldwide including New York, NY, Aspen, CO, Las Vegas, NV, Tulemar Beach, Costa Rica and Honolulu, HI. Find out more at www.jetluxuryresorts.com. Jet Luxury Resorts can be found on Twitter (Jetset9) and Facebook.