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2 Tuesday March 15, 2011, Courtney Boyd Myers

## Jet-setting just got more fabulous as Jetsetter partners with ASMALLWORLD

In the past 6 months, [Jetsetter](#), the [travel](#) arm of fashionista startup darling [Gilt Group](#), has tripled the size of its team. Jetsetter, which launched in September 2009 offers 15-30 hotels on flash [sales](#) per week and has sold 176,000 nightly hotel bookings to date.

The members-only travel site currently has 2 million members in their weekly email and offers luxury brands at deep discounts like the Fairmont, iconic hotels like The Venetian and hip boutiques like Standard Hotels. It has been very busy in 2011- having just released a stellar [new iPhone app](#) at the end of last month.

Today, Jetsetter announces its first white label partnership with [ASMALLWORLD \(ASW\)](#), an exclusive invite-only travel site with over 660,000 worldwide members, generally the affluent, jet-setting type.



It's fair to say that most ASW members, particularly those in the U.S., have already visited Jetsetter's site and likely purchased more than a few of its offers so this

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partnership is a huge boost to ASW's content offerings and to extend Jetsetter's international reach. The ASW travel section, which will incorporate travel experiences hand-selected by Jetsetter is slated to launch in early April. Jetsetter and ASW plan to run between 20-30 events per week through the partnership, with offers drawn from both Jetsetter Private [Sales](#) and from Jetsetter 24/7.

"We've been speaking to the folks at ASW for some time. There is not a tremendous amount of overlap in our memberships, so I am excited to introduce Jetsetter's curated, verified [vacations](#) to a new audience. This is an audience who lives to travel, much like our employees and members. They join ASW to connect to other world travelers, discuss travel, share stories and tips. This is the perfect audience for Jetsetter's curated travel experiences," says Drew Patterson, Jetsetter Founder and CEO.

Given ASW's hyper exclusive nature, one has to wonder if this is the kind of partnership that Jetsetter will pursue with other brands going forward. Patterson says they are speaking to several companies about similar deals but are only interested in partnering with companies whose audience closely resembles their own- the young, affluent, sophisticated audience.

This is the first white label deal for Jetsetter and Gilt Group and the first e-Commerce partnership for [ASMALLWORLD](#). In the coming month expect to see many new deals from Jetsetter focused on Asian destinations, VIP packages with Tesla, and a slew of [new hotels](#) in Germany, England, Brazil and Switzerland.

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Courtney Boyd Myers is the East Coast editor of TNW, based in NYC. She began her career writing about robots @ Forbes and has also written for PCMag, PSFK, IEEE Spectrum, the Huffington Post + Pocket-Lint. She loves magnets + reading on her Kindle. You can follow her on [Twitter](#) or e-mail her at [Courtney@TheNextWeb.com](mailto:Courtney@TheNextWeb.com).


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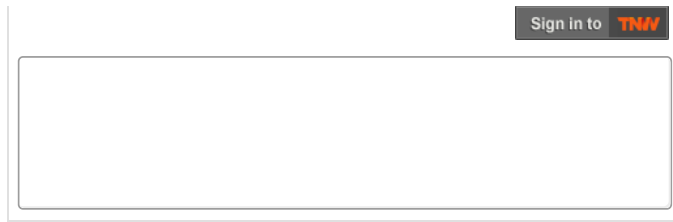
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