

TRAVEL AND HOSPITALITY

## Magellan Jets opens temporary summer storefront in Nantucket

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*Image courtesy of Magellan Jets*

By STAFF REPORTS

Private aviation company Magellan Jets is establishing a bricks-and-mortar presence on Massachusetts' Nantucket Island for the summer season.

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The temporary 2,000-square-foot Member Center is designed as a space for existing and potential clients to learn more about Magellan Jet membership. With an increasingly crowded private aviation field, making a person to person connection with consumers may help inspire loyalty.

Retail meets digital

Magellan Jets' Member Center opened Aug. 2, and will be open until Sept. 30. Located at 33 Main St., the storefront is within walking distance from the ferry in a historic part of the island.

In the space, consumers will be able to confer with private aviation consultants, who can help them develop the bespoke membership that suits their needs and lifestyles. They can pick between different types of aircraft, number of hours and other perks using digital tools.

An on-demand charter kiosk allows visitors to get an instant quote on a flight they are considering.



*Image courtesy of Magellan Jets*

Giving consumers the opportunity to discover its Gulfstream G450, the company will be providing tours of the aircraft on Aug. 5 from 2-4 p.m. and on Aug. 6 from 10 a.m. to 2 p.m. Participants will be shuttled from the member

center to the Nantucket Memorial Airport in Rolls-Royce vehicles.

Celebrating its new pop-up, Magellan Jets is the presenting sponsor of the Nantucket Historical Association's Nantucket by Design benefit. Running from Aug. 2-7, the event invites attendees to be inspired by creative design.

Further connecting itself to local culture, Magellan has established a partnership with Nantucket's Cisco Brewery. Those who visit the brewery will be given a voucher for a bottle of its whisky The Notch, which they will receive on-board their first flight with Magellan.

"We are thrilled to become the first private aviation company to offer both a brick-and-mortar location and a digital solution together for our members," said Joshua Hebert, CEO of Magellan Jets.

"Nantucket is a favorite spot for our members in the summer months, and we wanted to create an innovative way to educate those visiting the island about just how personalized jet travel can be," he said. "Our store will create an escape for members to skip the long lines they would normally find on Nantucket so they can enjoy time in a relaxing lounge and connect face-to-face with our aviation experts."

Temporary locations give brands that do not typically operate in the retail space an opportunity to provide customer service and boost awareness without the financial burdens of long-term leases.

U.S. electric automaker Tesla traveled the country with a selection of pop-up shops that gave U.S. consumers the chance to experience its products firsthand.

Pop-up shops often provide brands with an opportunity to experiment with different retail locations and reach consumers to whom they might not otherwise have access. For Tesla, these pop-up shops may have helped expand its audience and increase awareness about the concept of electric vehicles ([see story](#)).

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