

TRAVEL AND HOSPITALITY

Wheels Up shuttle connects college football fans with the action

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Inside the Wheels Up King Air 350i

By STAFF REPORTS

Private aviation brand Wheels Up is making it easier for fans to see their favorite college football team play with a game day shuttle service.

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Wheels Up members who book "Same Day Game Day" will be transported in an eight-seater jet, with flights scheduled to arrive two hours before kick-off and return one hour following the game. The service is designed to offer a more affordable option to get consumers to and from the game in a single day.

Getting to the game

Launched on Sept. 8, Same Day Game Day will debut with New York to Syracuse service for the Syracuse vs. Louisville game. From there, the schedule offers opportunities to see some of the biggest rivalries in college football in person.

For those following the University of Georgia can take part in its game against Ole Miss by hopping a plane from Atlanta to University of Mississippi's stadium in Oxford on Sept. 24. Similarly, University of Michigan fans can fly from New York to Ann Arbor for their game against Wisconsin.

Other flights will help fans catch anticipated games including Yale vs. Harvard and Clemson vs. Georgia State. Wheels Up will extend the schedule as the season continues.

If a game is not on the schedule, members can also suggest shared flights to college matchups, splitting the cost with other riders.

"Many of our members are passionate about college football, and maximizing the cost-efficiency of the King Air 350i is a way that we can bring them to the game with like-minded members and fans. We're leveraging the sharing economy to bring people together," said Wheels Up founder/CEO Kenny Dichter in a statement.



Wheels Up King Air 350i

Powered by partner Gama Aviation, the service will fly passengers on the Wheels Up King Air 350i.

"The King Air 350i is uniquely positioned to offer shuttle service at the right price, seating eight passengers comfortably," Mr. Dichter said. "It's the flying SUV."

"This and the ability to fly into more airports getting our members closer to the action make it the ideal aircraft to get our Wheels Up members and their guests to and from the game in time, and in-style."

Private jet companies are finding a happy medium between private jet charter prices and commercial flights, offering affluent travelers more luxurious ways to travel that are more accessible.

For instance, JetSmarter is speeding up transatlantic travel with the launch of a JetShuttle making trips between New York and London. Claiming to be the first of its kind operating on this route, the JetShuttle allows passengers to book a single seat on a private plane for a direct flight that is said to arrive faster than the Concorde ([see story](#)).

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