

SPORTS

Big Game Air opens up new opportunity in luxury sports world

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Big Game Air Co-Founders Todd Rubin and Arturo Gomez. Image credit: Big Game Air

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Affluent sports fans will now be able to travel to major games in opulence through new private air provider Big Game Air.

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Big Game Air is a luxury company that will shuttle sports fan to and from sought after sports games within the same day. Affluent sports aficionados will be able to travel to games that would normally be an overnight trip in just one day.

"Many passionate sports fans are not able to attend out-of-town games because of the time and travel commitment," says Arturo Gomez, CEO and co-founder of **Big Game Air**. "Driving to out of town games can take up a good portion of your day, and commercial flights don't fly into many of the smaller towns where Big Ten games take place.

"Now, you can not only make the game and get home in the same day with no hassles, you can do it in a super-efficient and luxurious way," he said.

Game day

Hospitality experts Arturo Gomez and Todd Rubin are the executives behind Big Game Air. The company provides individual private jet trips to popular sporting events including collegiate and professional games.

Big Game Air subcontracts luxury private jets, which can accommodate groups of people. The jets can accommodate nine to 30 individuals and are currently available out of Chicago; Columbus, OH; Detroit and New York.

Additional markets will be added over the next year, but currently sports fans can travel to popular cities in the Midwest, such as Green Bay, WI; Iowa City, IA; Lincoln, NE and Ann Arbor, MI.

Each round-trip flight ticket ranges from \$1,200 to \$2,200 in price. The price of the ticket will be determined based on the jet size and distance.

When travelers land they will be shuttled to and from the sporting event with ground transportation provided by Big

Game Air.

Customers can purchase their flight as well as their game ticket on the company's digital hub. Ticketing for the games is provided by a partnership with SeatGeek.

As the company grows, special packages will be available for affluent travelers such as special food and beverage provisions, jet hangar parties and professional athlete and celebrity appearances.

Big Game Air provides a schedule of the games and flights on its Web site.

Sports and brands

It is vital for luxury brands to align themselves with the sporting world, as there is significant potential in this area.

For instance, G & G Business Developments, the firm behind Aston Martin Residences in Miami, is working with the Miami Dolphins to bring the feel of luxury real estate to the National Football League team's home stadium.

The partners are opening The Nine hosted by Aston Martin Residences at 300 Biscayne Boulevard Way, a hospitality suite within Hard Rock Stadium, the Dolphin's home. Slated to open in 2021, the Aston Martin branded residences mark the brand's first real estate venture, making this athletic alliance a way to tease the experience available in its homes ([see more](#)).

Super yacht brokerage Burgess Yachts also extended the aquatic theme of one of the most iconic boat racing competitions to accommodations and events tailor-made for affluent guests.

Burgess offered a series of packages to provide attendees with an unparalleled experience while staying in Bermuda for the month-long America's Cup May 26 to June 27. Packages included stays on super yachts, as well as entry to various events for the competition ([see more](#)).

"We have moved into an "experience economy" where consumer preferences are to spend money on cool, unique experiences rather than "things," said Todd Rubin, president and co-founder of Big Game Air. "Big Game Air offers an unforgettable experience. And when you add up the cost of ground travel, hotels, meals and other expenses as well as your time, Big Game Air is relatively inexpensive for the experience you get and the time and hassles you save."