

TRAVEL AND HOSPITALITY

Wheels Up sees soaring demand for Nashville aviation

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Wheels Up is expanding its Nashville office. Image credit: Wheels Up

By STAFF REPORTS

Private aviator Wheels Up is responding to increasing demand from the Nashville market with an expanded presence in the Tennessee city.

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The firm is growing its Nashville office with a new location at Hill Center Green Hills as interest in flying to and from the area climbs, courtesy of the city's local industries and proximity to desired destinations. The United States is a booming market for private jet travel, leading providers to grow their presence in key areas.

Navigating Nashville

According to Knight Franks' Wealth Report from 2017, 15 percent of ultra-affluent individuals use private jets for the majority of their travel.

However, as a highly developed market for private planes, the U.S. boasts 75 percent of the top 1,000 routes. More than 1.6 million travelers flew privately between two destinations in the U.S. in 2016.

It is also common for larger U.S. companies to possess a private plane. Within Nashville, Wheels Up says it has seen more demand from business travelers heading in or out of the city for their work in fields such as healthcare, music or entertainment.



Inside a Wheels Up jet. Image credit: Wheels Up

"The Wheels Up King Air 350i, available exclusively in fleet format through our partner Textron Aviation, is ideal for those flying from Nashville to destinations within a two-hour radius, like Panama City and nearby colleges in the SEC College Football Conference," said Deron A. Brown, executive vice president and head of sales for the Southeast and Central U.S., in a statement. "The short field performance of the King Air 350i allows our members to land closer to their destinations, ultimately giving them the ability to do more within the same amount of time."

Wheels Up has previously reached out to college sports fans.

The firm made it easier for fans to see their favorite college football team play with a game day shuttle service.

Wheels Up members who booked "Same Day Game Day" were 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 ([see story](#)).

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