

TRAVEL AND HOSPITALITY

## LVAIR bets high on private air, looking to revolution the business

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*LVAIR looks to revolution the air; Image credit: LVAIR.*

By BRIELLE JAEKEL

With private air being a staple of opulence, a new Las Vegas airline is hoping to up the ante in the private jet sector with a charter worthy of its own Web series.

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LVAIR is a new private airline that is looking to become the most expensive and luxurious charter in history. A new online series will depict the brand's launch, documentary-style, airing on YouTube.

"This is a golden age for gaming worldwide, with double digit growth for international markets into Las Vegas; there is no better gaming market in the world so we plan to capitalize on the boom of Players worldwide by giving them a stable conduit to the Entertainment Capital Of The World," said Jeff Champagne, executive vice president for LVAIR. "LVAIR for Players is the Uber Luxury Taxi in the air to Las Vegas worldwide."

**Betting high**

LVAIR Rising will be a new video series online currently being teased, as it films the last 12 months of the brand's launch.

The private airline hopes to debut its inaugural flight in November of 2018.

With an investment of \$10.3 Billion, creator of Block Hotels and acting CEO of LVAIR Sean Smith is aiming to create a one-of-a-kind experience in the air.

High rollers will be able to charter the flights from all over the world including from New York to Las Vegas. The airline will launch with 30 747'800 luxury Jumbo Jets and will carry a large number of passengers.

The airline's goal is to bring in additional revenue to Las Vegas by chartering in players from other markets. The city will be LVAIR's only destination for all charters.

*LVAIR Rising's teaser*

LVAIR Rising's teaser begins with a haunting and intense background score and text reading, "In 2018, a Las Vegas local will make the largest bet in Las Vegas history. A gamble to alter the skies above Sin City."

On a black screen, a reporter can be heard saying, "Well getting from New York to Las Vegas is about to get a lot easier. A charter airline is going to start ferrying high rollers right from the terminal to the casino floors.

"Some may say it is a risky venture given the economy, but joining us now from Sin City is LV's founder and acting CEO Sean Smith."

She welcomes him to the show and viewers can hear him say hello before the video cuts off. The teaser creates drama and anticipation for the docu series as well as the airline launch itself.

#### Private air innovation

As private flying continues to be a mainstay within affluent consumers' lives, many companies are looking to create one-of-a-kind experiences to better compete, similar to LVAIR.

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

Big Game Air is a luxury company that will shuttle sports fans 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 ([see more](#)).

Private aviation marketplace JetSmarter also tapped a bevy of celebrities to show off its service, hoping to make private flying enticing to more mainstream consumers.

JetSmarter has partnered with branded entertainment industry Talent Resources for campaigns that tap a wide range of celebrities to appeal to many different consumers. Celebrities such as Jaime Foxx, Alessandra Ambrosio, Emily Ratajkowski and Gerard Butler will be a part of a variety of advertisements and social influencer campaigns to entice their fans ([see more](#)).

"As filmmakers we live for the projects that allow us to push the boundaries of entertainment, to 'Rise' above the rest, as we will with Las Vegas Rising," said Adriel Roman, cofounder of Rising Again Productions LLC. "Reality TV meets Modern Documentary storytelling with top tier visuals in this exciting upcoming adventure I have the honor of filming.

"Our investors, our employees, our casino partners, and our celebrities and most of all, the citizens of Las Vegas will be able to see how we're taking shape and changing the world as we revolutionize the airline industry."