

TRAVEL AND HOSPITALITY

Delta Private Jets enters 2-year partnership with International Boat Show

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Private flying is poised for an important year, and decision-making becomes easier. Image credit: Delta.

By STAFF REPORTS

Delta Private Jets has been established as the official private jet carrier of the Fort Lauderdale International Boat Show and presenting sponsor of the show's Windward VIP Club.

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Described as the largest in-water boat show worldwide, the show is said to typically attract about 1,000 private planes that land at regional fixed base operations, according to The Marine Industries Association of South Florida. The five-day show includes 110,000 attendees and 1,200 exhibitors from 52 countries.

"Private aviation and yachting go hand-in-hand, delivering the utmost level of service and luxury travel accommodations," said Kelly Love, vice president of corporate strategy and business development at Delta Private Jets, in a statement. "As the official private jet carrier of the Fort Lauderdale International Boat Show, the Delta Private Jets brand will complement the spirit of yachting by inviting guests to learn about the luxuries of private aviation."

Boating and flying

The official partnership is for a two-year agreement, starting with this year's show in November.

Delta's deal with the Fort Lauderdale show comes after it recently opened a new maintenance, repair and overhaul at Sheltair Aviation in the Fort Lauderdale-Hollywood International Airport.

The location includes a 15,000-square-foot hangar and 2,200 square feet of office space.

"Similar to the yachting industry, private aviation is known for its extraordinary luxury and personalized service, with the two industries often intersecting due to their shared clientele," said Andrew Doole, vice president and general manager of Informa U.S. Boat Shows and show producer, in a statement. "With its reputation for excellence built over the past 30 years, we are more than pleased to welcome Delta Private Jets as the official private jet carrier and presenting sponsor of our Windward VIP Club."

[View this post on Instagram](#)

Announcing the new Windward VIP Club Experience presented by @flydeltaprivate - You can expect high-end activations, hors d'oeuvres, beverages and an unforgettable boat show experience. Link in bio #flibs #fortlauderdale #sheltair #flyprivate #privatejets #deltaprivatejets #luxurylife #boat #boatlife #yachtlife #superyacht #luxurytravel

A post shared by Fort Lauderdale Boat Show (@fortlauderdaleintlboatshow) on Sep 20, 2018 at 2:08pm PDT

Instagram post from the Fort Lauderdale Boat Show

Delta Private Jets also recently revealed its looking to make its empty leg flights more lucrative by offering customers an incentive to book.

Empty leg flights, typically scheduled without any passengers, are the flights crewmembers take in between customer flights to get the plane to its arrival location. Delta has found a mutually beneficial method to fill these flights ([see story](#)).

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