

TRAVEL AND HOSPITALITY

Delta Private Jets taps into golf for summer campaign

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Greg Norman will be the newest ambassador for Delta Private Air. Image credit: Delta

By STAFF REPORTS

Delta Private Jets is working with golf legend Greg Norman as its latest ambassador, leveraging the crossover of private aviation customers and golfing fans.

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This summer Delta's private jet segment will launch a new campaign with Mr. Norman throughout print, digital, social media and on-site at golf tournaments and events. For exclusive experiences for its members, Delta Private Jets will host intimate events with Mr. Norman.

"I spend an incredible amount of time in the air globetrotting for business and pleasure, and partnering with Delta Private Jets allows me to have the luxury travel experience that I have come to rely on," Mr. Norman said in a statement.

"In my businesses, I aspire to provide my customers and fans with the highest quality and superior experiences," he said. "Teaming up with Delta Private Jets is a natural fit for my brand."

Flying and golfing

The affluent segment is often targeted through the golfing community, and Delta Private Jets is the latest to tap that trend.

Known as "the Great White Shark," Mr. Norman will join Delta for a variety of special events and content.

Similarly, 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.

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 ([see story](#)).



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

"We are thrilled to welcome Greg Norman to the Delta Private Jets family," said Jeff Mihalic, president and CEO of Delta Private Jets, in a statement. "The global brand that Greg has built over decades is synonymous with quality and the drive to live an inspired life attributes that speak to Delta Private Jets' passion for delivering convenience and luxury through innovative products and services."

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