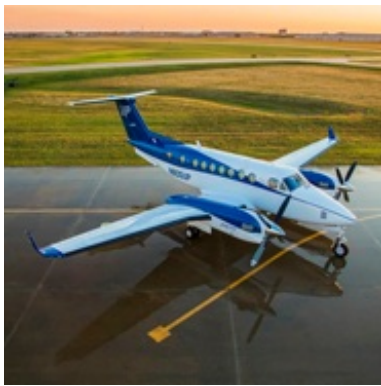


EVENTS / CAUSES

## Wheels Up glides into Super Bowl weekend with surge of requests

January 31, 2014



By JOE MCCARTHY

Private aviation company Wheels Up is preparing for the surge in Super Bowl Sunday travel requests as guests stream into the greater New York area to experience the energy surrounding the Denver Broncos and Seattle Seahawks.

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Wheels Up is hosting members with a weekend of events leading up to VIP services at Super Bowl XLVIII. Since aviation is greatly influenced by weather conditions, the brand will benefit from the pleasant shift in weather expected for Super Bowl weekend.

"We thought the James Hotel was a great, intimate spot," said Kenny Dichter, founder/CEO of **Wheels Up**, New York. "We wanted to create an environment for our members that was special, that was boutique enough that we could have our own clubhouse for the Super Bowl.

"I think guests will be surprised by the number of celebrities that are showing up to the tail gate," he said.

Luxury weekend

A predicted 1,200 private aviation flights will be landing in New York City over the weekend.



*Interior of King Air jet*

Wheels Up has partnered with The James Hotel Jan. 30 through Feb. 2 to offer its members exclusive experiences leading up the big game.



*The James Hotel, New York*

The company has taken over all 114 hotel rooms for its members and guests. Special services and amenities will arrive from grooming company John Allan's, fine diamond brand Kwiat, fitness company Cyc, Juice Press, Tequila Avion, sunglass brand Oakley, New Era Cap company, whiskey brand The Macallan, entertainment and hospitality company EMM Group, cigar brand Nat Sherman, Luxury Retreats and timepiece rental brand Eleven James.

A tailgate party Feb. 1 at the EMM Group's The General Restaurant and night club Finale will feature athletes such as New York Yankee Mark Texeira and New York Jet Nick Mangold and will be hosted by "Access Hollywood" host Billy Bush.



### *The General restaurant*

"In my 10-12 years in this space, this Super Bowl is as big as any that I've seen," Mr. Dichter said.

"I think that being that it's in the New York area, lots of private jet travelers have put this on their itinerary to come on in, to do some business, to do some Super Bowl and make 4-5 days out of it

"New York City is a place of business and a lot of world class attractions and clubs, shopping, we're seeing a lot more families."

"We're seeing an even spread of guests leaving Sunday after the game, Monday, Tuesday and some groups leaving as late as Wednesday."

### Bidding for traffic

The hospitality environment will be highly competitive in New York during the Super Bowl. Luxury hotels are not idly waiting for the traffic to come to them.

The St. Regis New York promises a civilized celebration, Langham Place Fifth Avenue has enlisted National Football League players to host an event and Trump SoHo will have Denver Bronco or Seattle Seahawk festooned penthouse rooms. Other hotels are simply looking to provide reliable sleeping accommodations, understanding that guests may want to be out and about during the big day ([see story](#)).

Brands from all categories are looking to tap into the energy surrounding the game.

Audi of America is extending its Super Bowl legacy through slapstick, while British automaker Jaguar is entering new territory with a facetious spot.

Although the high cost of running an advertisement during the Super Bowl combined with the non-luxury lineup of advertisers deters many brands, the conversation-shaping potential of the event is unquestionable. While Audi clearly has the veteran's edge, Jaguar's campaign aligns more closely with its brand image and can likely be spun in new ways in the future ([see story](#)).

Private aviation companies, in particular, are able to create an ecosystem around sporting events that injects large volumes of business into an area for a few days.

"Sporting events have been very well received by our members," Mr. Dichter said.

"We create an oases around these sporting events," he said.

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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