



# THE TIME HAS COME - LUXAVIATION LAUNCHES US MARKET EXPANSION

News / Business aviation



**Luxaviation Group is launching an expansion of its Luxaviation brand in the US market. With the establishment of a new base in Miami, which brings access to a new fleet of planes, Luxaviation is doubling down on the US market for the first time in the heritage company's rich history, opening its renowned, impeccable service in the sky to a broad range of high-net-worth clientele across the country – and in a new sustainable way. The expansion also brings exclusive access to the company's newest collection of insider luxury services, including its Luxaviation Experiences and Luxaviation Fine Wines.**

**With the opening of its Miami hub by Group CEO Patrick Hansen last week, Luxaviation brings a dedicated US market concierge to clientele for the first time. Through this new hub, clientele will be able to coordinate private charter services to any destination around the world from any origin point in the US, with one of the largest and most diverse fleets of luxury planes in the industry at their disposal. Adding Luxaviation's renowned in-flight service with dedicated personnel who act as personal butlers in the sky, catering to all requests, a seamless luxury travel experience awaits.**

As Luxaviation expands into the US, the company takes an environmentally friendly approach in announcing that all flights in the US will be using Sustainable Aviation Fuel (SAF). While it is more expensive to fly with SAF than traditional jet fuel, Luxaviation is embracing the move to a more eco-conscious method as it endeavors to serve as an industry leader in this initiative. Optimistic that

US clients will support this environmentally friendly operation, Luxaviation aims to create a path toward adopting SAF in all its flights across the world in the near future.

Adding a full luxury service layer to the guest experience, Luxaviation also introduces its [Luxaviation Experiences](#) platform to US clientele to help craft unforgettable, insider and once-in-a-lifetime travel adventures around the globe. Through its relationships with venerable travel partners, Luxaviation can coordinate bespoke travel experiences based on individual preferences or facilitate a range of carefully selected luxury travel packages such as an exclusive cruise around the Arctic in search of polar bears, an exclusive stay in the private Alladale Wilderness Reserve in Scotland to explore the Scottish Highlands, an insider private guided safari experience in Kenya by a member of the Samburu tribe, and more. For insider cultural access, Luxaviation’s partnership with La Fugue opens hidden doors to exceptional culture, art, music, architecture, history and heritage in Europe.

US clientele can also access the invite-only [Luxaviation Fine Wines](#), which opens the door to some of the world’s most prestigious wines. Through its lasting relationships with select estates and domains, Luxaviation Fine Wines is dedicated to sourcing and delivering the very best wines and spirits in the world at clients’ request, as well as providing access to exclusive wine events and private castle and vineyard experiences.

“As global travel re-emerges in the wake of the pandemic and with private charter poised to deliver a high caliber of service in a safe, self-contained setting in a post-pandemic world, it is more crucial than ever for Luxaviation to turn its attention to the vital US market,” said Hansen. “With demand for complete luxury experiences on the rise, we stand in a unique position to cater to all luxury needs with Luxaviation being so much more than a standard aviation company. We are delighted to bring the company’s revered service, hospitality and exclusive experiences to the US in a new, fully dedicated, and now more sustainable, manner. New York City is the next step for us, and we are looking at establishing a base there this year as we welcome new clientele into the Luxaviation family.”



29 MARCH 2021

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