JET LUXE LAUNCHES IN THE AMERICAS AND EXPANDS FLEET OF BOMBARDIER GLOBAL 6000

News / Business aviation

Jet Luxe has announced its expansion to The Americas. The brand, which launched in 2020 and rapidly expanded over the past two years has now launched in Miami, covering the company's operations and service offering in North America, Canada, and Latin America.

Yassine El Moussi, Vice President for the USA said, "This is the right time to bring Jet Luxe's efficient, luxury charter service and INVICTUS Partnership to the region. Demand for business and private aviation is extremely high and supply remains low. Jet Luxe commits to guaranteed jet availability for clients which sets us apart in the market".

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Factors including adverse weather, shortage of crew, hygiene and safety concerns, and high cancellation rate of commercial flights have led to a continued surge in demand for private jet travel across the USA in the past few months. Businesses are making use of the safety and efficiency of private aviation and leisure travelers are embracing "revenge travel" and making up for "lost time".

Yassine continued, "The economy in the USA has been bolstered by the country's willingness to keep businesses moving and swiftly resume business and leisure travel. Our clients, which include businesses and high-net-worth individuals, are purposeful about travel while remaining conservative about COVID-19 concerns, safety, and managing financial risk. As demand continues to outstrip supply, our guaranteed availability based INVICTUS partnership model is the ideal solution for our clients in the region".

To align with Jet Luxe's launch in The Americas, the company's growing fleet of Global jets will be available in the region. In addition to the INVICTUS Partnership, Jet Luxe's offering in the USA, Canada, and Latin America will also include luxury charter and concierge services for businesses and leisure travelers.

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