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LIFESTYLE 1/12/2016 @ 12:23PM | 316 views

How To Take a Private Jet To Super Bowl 50

Super Bowl 50 will be a big party, held at Levi's Stadium in Santa Clara, located between San Jose and San Francisco, and predictions are there will be over 1,200 private jets. For big events like the big game, planes are typically filled up, which means there may be around 10,000 folks arriving privately.

For the aviation companies that service this high-end market, the trip doesn't end when their passengers get off the plane. In fact, in some cases it starts before they leave home and extends during their entire visit to the Bay Area.



Over 1,200 private jets will bring as many as 10,000 styling fans to Super Bowl 50 arriving at five different Bay Area airports (Photo by Rich Schultz /Getty Images).

In addition to setting up lounges for owners and crew members, Berkshire Hathaway-owned NetJets will have Maroon 5 playing at its private Saturday afternoon concert in Nob Hill. And while the event is only open to customers and their guests, that doesn't mean it's a small event. Past bashes have drawn over 1,000 partiers, mingling with the likes of Chris Berman, Jim Nantz, Tony Dungy and Lenny Kravitz.

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Of course Warren Buffett won't be alone in providing his customers a good time. VistaJet is offering program customers who book and fly into the big game on its fleet four VIP credentials to the Bleacher Ball, hosted by *Bleacher Report* and Turner Sports, where the Zac Brown Band will be performing, Tom Thynne, the company's Senior Vice President tells Forbes.com.



(L-R) Musicians Matt Flynn, Adam Levine, James Valentine and PJ Morton of Maroon 5 will perform in a private concert for NetJets owners and their guests (Photo by Christopher Polk/Getty Images for CBS Radio Inc.).

XOJet, which is based in the Bay Area, said it is finalizing its hospitality, but it will be extensive enough to require a dedicated webpage. To bring the game to the plane, the company that sells jet cards and on-demand charter says it will be serving up “fire hot chicken wings and seven-layer dip.” On the ground, Marketing Manager Albert Hsieh says, it will have dedicated staff and concierge services, including helping clients get access to various parties by ESPN, *Rolling Stone* and Direct TV, or even secure game tickets if needed.



Private jets started arriving for last year's Super Bowl at Scottsdale Airport on the Tuesday before the big game as fans added on golf and spa vacations. With wine country and top golf courses, experts expect many private jet travelers to extend their trips in Northern California (AP Photo/Ross D. Franklin).

Megan Wolf, Executive Vice President of Owner Experience for Flexjet says location is always a driver in terms of traffic, and San Francisco is already a popular destination. She expects many customers to come early or stay a few days extra, perhaps going north to Napa or Sonoma or heading south to Pebble Beach for golf.

With as many as five airport options to fly into, Wolf says it will make logistics a bit more challenging, so she will be setting up small response teams at each location to service flights by both Flexjet and sister company Flight Options. With so many jets, she said the focus will be on getting customers from plane to ground transportation as quickly as possible, and the opposite when leaving. She says, on departure customers will be getting “a care package to aid in their post game recovery” so they can arrive back at their office refreshed on Monday.



JetSmarter is selling packages giving you access to the Maxm Magazine Super Bowl party (Photo by Colin Young-Wolff/Invision/AP).

AirCulinaire, a global network of kitchens that cater specifically for private jet travelers just opened a larger facility in San Francisco. In addition to its normal menu, on February 7 and 8

it will offer customers departing the Bay Area an array of local specialties, including cheese and charcuterie platters as well as a Petaluma Chicken Salad and California Caesar, says Stacey Farooqui, director of marketing.



VistaJet customers flying to the Super Bowl will be entertained by Zac Brown of the Zac Brown Band (Photo by Rich Fury/Invision/AP).

If you are not a regular private jet user, JetSmarter is offering you a glimpse of the TMZ version of the private jet lifestyle (Most private aircraft are used for mundane business trips between remote locations that aren't well served by commercial airlines). The broker is offering a full-on package from New York via its smartphone app. It includes a seat on a private jet departing Feb. 5 and returning Feb 8, three nights at a "stellar hotel," upper level end zone tickets (with an option to upgrade), helicopter transfers between Manhattan and your private jet, transfers to and from the big game and invites to *Maxim's* party Saturday night and "Leather & Laces" bash on Friday. In case, you're wondering what the latter event will be like, the promotional flyer promises that you will be fed "trays of delectable hors d'oeuvres and deserts which are passed among the sleek-dressed guests by incredibly beautiful women." Price is \$9,990 per person for members and \$15,999 for non-members. In case you're wondering where you will be staying, a public relations representative says, you find out after booking via its app.

On the flip side, JetSuite, which operates its own fleet won't be partaking in the perks parade. "Our costs are lower because we don't spend our members money frivolously to support events for a small minority of our clients," CEO Alex Wilcox says.

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