



**AIR
MILES
WITH**

Nicolas Castanheira

Chief Marketing Officer of Jet Luxe

INTERVIEW YI-HWA HANNA

Please tell us a little about your background. I've spent over a decade in luxury marketing, working with premium brands across various sectors. Before joining Jet Luxe, I held leadership roles in global brands, which equipped me with the skills to navigate the fast-paced, detail-oriented world of private aviation.

Jet Luxe was only established in 2020 yet has quickly grown, with multiple offices worldwide. What, in your opinion, is the key to maintaining a strong brand identity while growing so fast? Consistency is key. As we grow, we maintain a unified brand message across all markets, focusing on our core values: bespoke service, safety, and luxury. This ensures that no matter where we operate, our clients experience the same level of excellence.

Private aviation is a sector where reputation is of key importance. What would you say are the most important factors to consider when building a reputation as a premier brand in this field? Trust and consistency again. Delivering exceptional service on every flight is crucial. Clients need to know they can rely on us to provide a seamless, safe, and luxurious experience every time, which in turn builds a reputation that speaks for itself.

What is your typical customer profile? We serve a diverse range of clients, from high-net-worth individuals and corporate executives to celebrities. Our typical customers value privacy, time, and the ability to customise their travel experience.

What's one of the most unique things about working in private aviation? The diversity of experiences. Every flight is different, and tailored to meet the passengers' needs. Whether it's a last-minute booking to a remote

destination or a fully customised in-flight experience, the variety keeps things exciting.

In a world saturated with luxury, what really makes a premium or ultra-luxury brand stand out? Attention to detail. In the ultra-luxury sector, it's the small things that make the biggest impact – anticipating needs before they arise, personalising every touchpoint, and offering exclusive experiences that can't be found elsewhere.

What's the greatest advantage of travelling private? Beyond the obvious comfort and privacy, the flexibility is unparalleled. You can fly on your own schedule, avoid long lines, and access airports that are closer to your final destination, saving precious time.

What are your personal favourite destinations? Rio de Janeiro, Brazil for its vibrant culture, Dubai for its blend of tradition and modernity, and Sri Lanka for pure relaxation.

What's the first thing you do at a new destination? I like to take a walk around and get a feel for the local atmosphere. It's the best way to connect with the new surroundings and find hidden gems.

What three things do you always pack? A good book, noise-cancelling headphones, and a travel-sized espresso maker.

What is your earliest memory of a holiday as a child? Backpacking. It is that "one thing" that made me want to travel for a living.

What's been your most memorable trip so far? I would have to say India, for the culture and people. It's the kind of country that marks you for life.

What is your go-to in-flight entertainment? I usually opt for a good podcast or audiobook – it's the perfect way to relax while staying informed or inspired.

How do you spend your air miles? I prefer to use them for spontaneous weekend getaways or upgrades on long-haul flights.

What countries will you be travelling to next? I will be flying to Mexico City to join our LATAM team for a couple of months, and then Miami to explore our U.S. expansion.

What's one travel experience you'd rather forget? After a 12-hour flight, I reached my hotel only to find they had no record of my booking. I had to manage without rest and then scramble to find another room.

What's your ultimate bucket list destination and why? Antarctica. It's one of the last truly remote places on Earth, and the landscapes are unlike anything else in the world. **BT**

