



The Changing Face of Luxury

What is luxury today?

It's a question Deborah Aharon, CEO of Provo Air Center in the Turks and Caicos Islands, has been asking herself over the past few years.

"Pre-COVID, I would tell you in one word: extravagance. Not just top-notch service, but the kind of service that made someone feel taken care of, waited on hand-and-foot, important. Couple that attentiveness with pristine accommodations, exclusivity, premier location, exquisite food and drink. It's the textbook definition of luxury," said Deborah.

Today, Deborah sees things differently.

"COVID changed everything," she said. "When our borders reopened for travel, the definition of luxury became privacy. It was a guest's ability to travel and access everything they had before the pandemic, but to do so without any contact. And we were able to accommodate that."

Now that most of the world has settled into a renewed sense of normalcy, four years later, is luxury being redefined once again?

Deborah and her team run the elite Provo Air Center at Providenciales on Turks and Caicos Islands. Their motto "your vacation begins and ends at the aircraft door" seeps through everything they do. The facility itself is designed to make you feel as though you have arrived at your resort before even passing through customs. From beautifully designed VIP lounges that offer complete privacy to the vaulted ceilings funneling natural light throughout the main hall, Provo Air Center acts as an extension of the island resorts and villas. Their professionally trained staff tend to all guest's needs, often anticipating requests before they're even made. Nothing is overlooked.

This exemplary attention to details has never varied. And, while the facility is gorgeous and the amenities are unparalleled, it is the relationships that keep guests returning to Provo Air Center time and time again.

"We have guests who have been flying here for over twenty years," Deborah shares. "They're like family. In fact, each one of us believes that once you visit Provo Air Center you *are* family."

And they embody that. Guest arrivals are never received without personal attention. Repeat guests are often greeted with island favorites or special touches to remind them that they are coming 'home'.



“We’ll chill a bottle of Dom Perignon for a guest when we know their trip has been laborious or bring in a beautiful bouquet of fresh flowers or a special cake to celebrate an occasion,” Deborah continued. “We have a guest who loves our local Jamaican patties, so a hot batch is always waiting his arrival in the VIP lounge. Whatever our guests want, we try to be one step ahead.”

Deborah isn’t a behind-the-desk CEO. She’s often found welcoming passengers or tending to personal touches herself. On the rare occasion when she may not be at the FBO, guests ask for her, wanting to say hello, catch up from their last visit, share a hug. In the Provo Air Center family, Deborah is the matriarch. She understands just how much, or how little, attention her guests want. Who gets the patties and who gets the champagne. Which guest wants to be received at the aircraft and which prefers to be ferried into the VIP lounge undisturbed. The ones who enjoy a chat and a drink, and the ones who prefer to go directly to their ground transportation. Those traveling with tots or pets who will appreciate a little extra love while waiting Customs clearances. Deborah and her staff remove the airport feel from the travel experience and invite you directly into paradise.

So perhaps when defining the new height of luxury, it’s not textbook. Instead, it’s personal. And, Deborah and her team not only understand that, but they personify it.