

Press Release

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Helicopter weddings take off

Love is in the air as more couples take to the skies to tie the knot

Even with the number of marriages and civil partnerships at an all time low ([Note 1](#)), and people tightening their belts, one of the UK's most established air charter firms has seen a rise in wedding-related helicopter bookings.

Capital Air Services, based at Oxford Airport, has seen a 35% increase in wedding-related bookings over the last two years. "For couples that want something different or dramatic for their wedding, chartering a helicopter definitely gives the 'wow' factor," says Michael Hampton, managing director of Capital Air Services. "Our pink helicopter has proved very popular for weddings and civil ceremonies and is the perfect way to make a dramatic entrance."

As if the 'wow' factor was not enough, research shows that the adrenaline rush from doing something exciting like flying releases the same hormone, phenylethylamine ([Note 2](#)), that makes people fall in love. Raising their pulses en route to the ceremony can put couples in the same mood as when they first met. So the combination of a wedding day and enjoying a helicopter ride with a loved one could heighten passions, cementing the day as one to be treasured.

The number of ceremonies that take place in approved premises (hotels, stately homes and historic buildings) are on the increase ([Note 3](#)). Over 40% of all marriages are conducted at such venues, which is good news for those wishing to fly in as these are the locations most likely to have their own helipad or grounds in which to land a helicopter.

Capital Air Services is flying in the face of the current financial turbulence by expanding its business, just ahead of the busy summer months for weddings. The company has just taken delivery of a state of the art helicopter, a Eurocopter EC155 the largest in its fleet. For more intimate weddings, this 8-seater is capable of carrying passengers for over 400 nautical miles – perfect for that extra indulgence when the wedding party can be flown to the reception venue.

"Even with all the other costs of a wedding our bookings show that couples are still not afraid of splashing out on their special day. Whether a helicopter is booked to take the bride to the ceremony, the whole party to the reception, or the married couple off for their wedding night or honeymoon, the appeal of flying in a helicopter is still evident," says Hampton.

[Notes and editors notes shown overleaf](#)

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Note 1: Marriage rates in England and Wales have fallen to the lowest level since records began. From: Office for National Statistics (<http://www.statistics.gov.uk/pdfdir/marr0209.pdf>)

Note 2: Neurobiologists have found that there is a chemical released in the brain when a couple falls in love. This chemical is called phenylethylamine and it functions in the body much like an amphetamine thus explaining the superhuman feelings of a couple who is falling in love. They often make statements like "I feel like I can walk on air", "I don't need to eat", "The grass is greener", and "The sky is bluer." Since phenylethylamine is released in the presence of a partner, couples want to spend every waking moment with each other and most couples do just that. Doing something exciting can raise the pulse, putting people in the same mood as falling in love. From: Longevity (<http://www.longevity.com/marriage/collectiveguidance/article15.html>) and Daily Mail (<http://www.dailymail.co.uk/sciencetech/article-1054055/Q-How-make-object-affections-fall-love-A-Take-ride-rollercoaster.html>)

Note 3: The number of marriage ceremonies which took place in approved premises such as hotels, stately homes and historic buildings increased in 2007. There were 99,760 marriage ceremonies performed in approved premises in 2007, a 4.2 per cent increase from 2006. Marriages in approved premises accounted for 43 per cent of all marriages in 2007 and two thirds of all civil marriages. In 2006, 40 per cent of all marriages took place in approved premises; in 1997, this proportion was 8.1 per cent. From: Office for National Statistics (<http://www.statistics.gov.uk/pdfdir/marr0209.pdf>)

Editor's notes

About Capital Air Services

With a fleet of five helicopters on its books, Capital Air Services retains a team of eight highly skilled, qualified and experienced pilots. Their backgrounds include work in the armed forces, offshore operations in the challenging North Sea oilfields, and motorsport coverage.

The company offers charter services by helicopter or plane from any UK destination to wherever its customers wish to fly. CAS provides executive charter flights, filming or surveying projects, factory dashes, helicopter charter to a wide range of sporting events or private flights for business and pleasure. Headquartered at Oxford Airport, CAS operates under its own Air Operators Certificate (AOC) and has easy access to all regions of the UK. All CAS pilots are trained in the special requirements of sporting events, including protocols for ensuring animal welfare and liaison with event management authorities.

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And more information can be found on the company website:
www.capitalairservices.co.uk