

IN-STORE

Wheels Up collaborates with Four Hundred for private concierge services

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Wheels Up jet

By NANCY BUCKLEY

Private aviation company Wheels Up is partnering with lifestyle management firm Four Hundred to create a concierge program.

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“8760 Concierge by Four Hundred” will offer guests special access to restaurants, sporting events, concerts, clubs and other events all over the world. The service will allow Wheels Up to show consumers it has expertise beyond aviation.

“The partnership will benefit Wheels Up members by providing access to the services and dedicated team at Four Hundred through membership,” said Kenny Dichter, founder/CEO of [Wheels Up](#), New York.

“8760 Concierge by Four Hundred will be able to fulfill members’ needs every hour, of every day, throughout the year in the air and on the ground,” he said. “Wheels Up members will receive unparalleled privileges only available to society’s elite tastemakers through the established relationships of the global concierge network of Four Hundred.

“A team of Personal Lifestylists, available 24-hours a day, will be fulfilling requests while retaining discretion, promoting exclusivity, and providing custom experiences. Whether

its Broadway show tickets in New York, a table at the hottest lounge in Las Vegas or a tour of an exclusive vineyard in Napa, all requests are attainable.”

Entertainment's up

Four Hundred is an exclusive, member's only lifestyle management firm that provides special privileges for clients. The firm also has a travel department that can plan a client's travel itinerary to and from events. Four Hundred claims to “transform fantasy into reality,” by allowing clients to see and participate in exclusive, premier events.



Wheels Up jet

8760 Concierge by Four Hundred alludes to the 8,760 hours in a year, the number of hours Wheels Up is available for consumers. On a progressive basis, Wheels Up members will receive Four Hundred's services.

New York-based personal lifestyle specialists will be available for Wheels Up members to receive access to top restaurants, bars, spas, entertainment and hotels.

Four Hundred specialists will be available 24-hours a day to fulfill members' requests.



Wheels Up plane

Experiences that are possible with Four Hundred's help include tickets to the Super Bowl,

film premieres and Broadway shows, entry into nightclubs or a VIP table at a venue and reservations at exclusive restaurants.

Personal concierge

Creating a concierge service allows consumers to expand their trust in a brand.

For instance, upscale hotel chain Ritz-Carlton stepped up its customer service strategy by introducing World Concierge Foursquare to worldwide consumers.

Consumers received traveling and city tips from Ritz-Carlton employees for destinations such as Dubai, Miami, Toronto and Berlin by following the company on Foursquare. This was the first time that a luxury hotel brand had extended its exclusive services to a mobile public audience, per Ritz-Carlton ([see story](#)).

Similarly, Mercedes-Benz USA aimed to up the convenience factor for car owners by integrating its concierge service into an upgraded iPhone application.

The application let drivers contact a concierge agent to find information about nearby attractions and services, and links that information to the user's iPhone and vehicle. The application was free in Apple's App Store, and available to all Mercedes owners subscribed to the company's mbrace Plus service package ([see story](#)).

Conceirge services allow brands, like Wheels Up, to offer prestigious and exclusive service to their consumers. These services are likely to keep consumers interested and engaged with the brand.

"From the get go, Wheels Up aimed to deliver the best in travel and entertainment around the globe and with Four Hundred as our new partner, we're opening the doors of exclusivity to our members with unrivaled privileges that extend far beyond the runway," Mr. Dichter said.

"Launching 8760 Concierge by Four Hundred enhances our continued commitment to providing Wheels Up members, wherever they may be, with the finest, personalized customer service, year-round," he said. "No other aviation company offers this level of service."

Final Take

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