

TRAVEL AND HOSPITALITY

## Wheels Up, Inspirato link to round out members' travel plans

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*Inside the Wheels Up King Air 350i*

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By STAFF REPORTS

Private aviator Wheels Up and private travel club Inspirato are joining forces to provide added benefits to their members.

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Starting now, both individual and corporate Wheels Up members will be given a one-year membership to Inspirato, either at its Key or Executive level, allowing them to book vacation experiences through the service. Alignments between travel operators and service providers are popular, as they enable the individual parties to better deliver on convenience to their clientele.

**From runways to resorts**

In addition to Inspirato's more than 750 vacation options across 150 locations, Wheels Up will be rolling out a Hot Nights travel program. This selection will include stays at villas and resorts with pre-selected arrival and departure dates, offered at special rates.

Hot Nights can be booked directly from Wheels Up's mobile application or Web site.

Inspirato members will also be granted chances to book with Wheels Up.



*Image courtesy of Wheels Up*

"As the clear leader in their space, Inspirato is the perfect partner to join our lifestyle brand platform," said Kenny Dichter, founder/CEO of Wheels Up. "From wheels up to wheels down, we are always innovating and working to add value for our Wheels Up Members."

Wheels Up and Inspirato are planning to introduce further co-branded experiences. This will include giving Inspirato members more opportunities to take advantage of Wheels Up's series of events.

"Together, Inspirato and Wheels Up now bring members the best of both worlds when it comes to travel: the perfect way to fly, combined with the perfect places to stay," said Brent Handler, founder/CEO of Inspirato. "Whether the destination is New York, Cabo or the Caribbean, our mission is to deliver the best vacation experience possible."

Other jet companies have partnered with travel operators to simplify their members' bookings.

Private aviation firm Luxury Aircraft Solutions is partnering with Etihad Airways to help consumers plan their travel within one booking.

Luxury Aircraft Solutions clients can charter a private flight from any airport to New York's John F. Kennedy International Airport, one of Etihad's main hubs in the United States. From there, those who book through the charter company will travel in the premium accommodations onboard Etihad's A380, allowing them the affordability of a commercial flight with an elevated first class experience ([see story](#)).

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