

TRAVEL AND HOSPITALITY

## Wheels Up joins peers with entry-level private aviation tier

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*Wheels Up is continuing to disrupt the private aviation sector. Image credit: Wheels Up*

By STAFF REPORTS

Private aviator Wheels Up is looking to foster growth with the entry-level market, competing with its contemporaries and third parties who have the same goal.

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As luxury becomes more accessible to a mass-market audience due to start-up businesses and direct-to-consumer companies, private aviation has opened up an entry-level point as well. Wheels Up is launching a third membership tier for customers making their first foray into private air.

Uber for air

Wheels Up Connect is the company's newest membership level, where customers will have access to unlimited Shared Flights, Wheels Up Marketplace and empty-leg flights.

These new customers will pay a yearly fee for access to these flights. The one-time initiation fee will be \$2,995, followed by annual dues of \$2,495 starting the following year.

Members will have access to the benefits via the Wheels Up mobile application.

The new tier is in addition to its current tiers Wheels Up Core and Wheels Up Business.

[View this post on Instagram](#)

Walk UP, Takeoff, Fly like a King! #WheelsUp #UpTheWayYouFly

A post shared by Wheels Up (@wheelsup8760) on Feb 12, 2019 at 8:22am PST

#### *Instagram post from Wheels Up*

In another move that compliments less expensive private air flights, the company has launched an online community in which members can talk to other members to increase shared flight opportunities.

"We're excited to make flying private accessible to more people through our Connect Membership," said Kenny Dichter, founder and CEO of Wheels Up, in a statement. "The goal is to leverage our proprietary technology to make it as easy to book a private airplane as it is to book an Uber or Airbnb."

Private jet charter application Takeoff360 also recently joined other aviation companies looking to fill empty leg flights, as private air becomes more accessible.

Previously only available to the upper echelon of the affluent community, private air travel is becoming slightly more accessible as technology helps connect consumers. Takeoff360 is catering to others looking for deals on private air, while simultaneously offsetting business costs ([see story](#)).

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