

TRAVEL AND HOSPITALITY

## Wheels Up wants to fly essential workers home for the holidays

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*Wheels Up and Truly Hard Seltzer are helping essential workers go home in luxury. Image credit: Wheels Up*

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up is helping essential workers safely go home for the holidays through a new social media contest amid the continuing coronavirus pandemic.

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Wheels Up is partnering with alcoholic beverage maker Truly Hard Seltzer to offer first responders, including healthcare workers and teachers, a roundtrip flight home for the holidays. Many hospitality and travel brands have launched efforts to support and give back to essential workers this year.

"We are honored to support our partner Truly to recognize and celebrate the essential workers who have done so much good during these times," said Stephanie Chung, chief growth officer at Wheels Up, in a statement. "These essential workers are the true heroes of the year, and we look forward to welcoming them onboard Wheels Up as they travel to be with loved ones."

Wheels up for the holidays

Through the "Truly Together for the Holidays" contest, three winners will receive a domestic roundtrip flight to their destination of choice on a Wheels Up private aircraft. Each winner can invite up to seven guests to join the holiday flights, which will be decked out with Truly swag and hard seltzers.

Consumers can nominate essential workers on Twitter using the hashtag #TrulyHomeAgain or through a landing page on the Truly Hard Seltzer website. Winners must reside in the United States.



*Wheels Up has implemented new health guidelines. Image credit: Wheels Up*

During the coronavirus pandemic, essential workers across sectors including healthcare, law enforcement, education, food services and other industries have faced long hours, limited personal protective equipment (PPE) and made countless other sacrifices. With COVID-19 cases rising across the U.S., many may not be able to safely visit their families.

Despite a dramatic drop-off in travel, firms such as Wheels Up have successfully navigated the pandemic by positioning private aircrafts as a safer alternative over commercial airlines. Affluents have turned to private air travel as a way to reach second homes or socially-distant vacation destinations.

Wheels Up has implemented stringent safety protocols to confront the coronavirus, including treating aircraft cabins with anti-microbial solutions, providing PPE and mask guidelines.

In a similar show of support, Small Luxury Hotels gave 1,000 room nights to 500 frontline heroes through its #SLHFORHEROES initiative.

A panel including SLH team members and Cond Nast Traveller (UK) editor at large Steven King selected the 500 finalists, who included vaccine trial volunteers, supermarket employees, delivery drivers, charity workers, doctors and nurses from 33 countries ([see story](#)).