

TRAVEL AND HOSPITALITY

Wheels Up partners with Waldorf Astoria for added travel benefits

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Wheels Up connects flyers to private aircraft. Image credit: Wheels Up

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up is partnering with Hilton's Waldorf Astoria Hotels & Resorts to offer its clients exclusive benefits at select properties.

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This is Wheels Up's largest hotel collaboration yet as the firm continues to build a robust partnership portfolio. Personalized service is at the core of the new partnership, emphasizing both brands' commitment to hospitality.

"We are thrilled to be launching this new program with Waldorf Astoria Hotels & Resorts to provide memorable travel experiences for our Wheels Up Members," said Mark Krolick, senior vice president at **Wheels Up**, in a statement. "Our two brands are aligned and committed to an impeccable standard of service that has inspired this program, and we look forward to future collaborations on the ground and in the air."

Luxury partners

Ten properties are participating in the program, including the Waldorf Astoria Beverly Hills; Arizona Biltmore, a Waldorf Astoria Resort; Waldorf Astoria Chicago; Waldorf Astoria Park City and Waldorf Astoria Los Cabos Pedregal.

"The launch of this partnership with Wheels Up represents Waldorf Astoria's dedication to the evolving needs of discerning travelers today, and we are delighted to welcome their members to our stellar properties across North America," said Dino Michael, senior vice president global head at Waldorf Astoria Hotels & Resorts, in a statement. "We're excited to partner with a company like Wheels Up that shares our relentless commitment to personal, anticipatory service as well as providing guests and members with truly unforgettable experiences."



The program includes luxury ground transportation from the runway to the hotel. Image credit: Waldorf Astoria

Once Wheels Up members have landed at their destination, Waldorf Astoria will provide luxury ground transportation to whisk them to the hotel. Exclusive benefits include dedicated concierge, room upgrades, complimentary breakfast and guaranteed late checkout.

Wheels Up also has existing partnerships with travel advisory firm Virtuoso, vacation rental club Inspirato and concierge service Four Hundred.

Earlier this year, the private aviation firm agreed to become a publicly traded company through a merger with special purpose acquisition company Aspirational Consumer Lifestyle Corp. With this transaction, Wheels Up aims to accelerate marketplace growth and adoption, invest in adjacent lifestyle and consumer services to complement the platform and drive global expansion ([see story](#)).

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