

TRAVEL AND HOSPITALITY

Inspirato, Wheels Up expand partnership, member benefits

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Inspirato is now giving its subscribers complimentary access to Wheels Up memberships. Image credit: Inspirato

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up and luxury travel subscription company Inspirato are extending their partnership and announcing new benefits.

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All clients at each company, regardless of membership or subscription tier, will now have access to at least some level of benefits. Partnerships between travel companies are becoming more commonplace as brands look to offer clients more streamlined and cohesive experiences.

"Our expanded partnership with Wheels Up creates a powerful combination for discerning travelers who want to prioritize safe, private luxury vacations this summer and beyond," said David Kallery, president at Inspirato, in a statement. "In addition, our commitment to five-star service is a perfect match for Wheels Up Members, and we look forward to welcoming them at our luxury vacation homes, five-star hotels and resorts, and unique experiences in the most desirable locations around the world."

Travel partners

Through the expanded partnership, all Wheels Up members from its introductory Connect tier to the Core and Business levels will now have access to a complimentary 12-month trial subscription to Inspirato Club, as well as other Inspirato Pass offers and access to Inspirato Hot Nights with discounted rates.

Wheels Up Core and Business members will also receive complimentary access to Inspirato Guest Passes.



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

Additionally, all Inspirato subscribers will receive complimentary six-month memberships to Wheels Up Connect or Core with no initiation fees. This benefit will be available during the first year after signing up for Inspirato.

"Together with one of our longest-standing partners Inspirato, we are thrilled to offer expanded access to an exclusive collection of vacation homes and other vacation options to our full membership, all in destinations accessible by a Wheels Up flight," said Mark Krolick, senior vice president at Wheels Up, in a statement. "We are also thrilled to introduce Inspirato subscribers to Wheels Up as their total aviation solution to help them get to and from their favorite destinations."

Wheels Up and Inspirato first launched their experiential partnership in late 2016.

More recently, Wheels Up introduced a partnership with Hilton's Waldorf Astoria Hotels & Resorts to offer its clients exclusive benefits at select properties.

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 ([see story](#)).