

TRAVEL AND HOSPITALITY

Abercrombie & Kent, Wheels Up launching curated, members-only trips

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Abercrombie & Kent and Wheels Up are introducing curated travel experiences. Image courtesy of Abercrombie & Kent, Wheels Up

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up and luxury travel company Abercrombie & Kent are teaming up to offer members-only bespoke experiences and other exclusive benefits.

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Wheels Up members will be able to use the company's fleet in North America to enjoy curated and customized trips, launching with two domestic experiences. The partnership with **Abercrombie & Kent** is the seventh new and exclusive benefit Wheels Up has launched in six months.

"Our partnership with Wheels Up sets a new standard in private luxury travel," said Geoffrey Kent, founder, co-chairman and CEO at Abercrombie & Kent, in a statement.

"Working with A&K's network of offices around the world, Wheels Up Members will enjoy privileged access to once-in-a-lifetime adventures, customized exclusively for them," he said.

A&K adventures

Wheels Up members are now able to book A&K experiences exploring the United States' Pacific coast and National Parks.

These itineraries, which can be booked on an individual basis at any time, will use Wheels Up jets to fly between destinations. A&K private travel consultants will work with members to customize the trips, while A&K guides will be on hand for insider access at each destination.

"Our Wheels Up members are eager to explore new destinations and this unique partnership with Abercrombie & Kent allows us to offer extraordinary private adventures," said Kenny Dichter, founder/CEO at Wheels Up, in a statement. "This is the first time we will offer members-only curated trips and we are excited to do so with a world-class partner like A&K."

We're thrilled to announce that we've partnered with world renowned luxury travel company

[@AKTravel_USA](#) to offer custom travel itineraries created for and available exclusively to our Members. pic.twitter.com/g6TaFB142F

Wheels Up (@WheelsUp) July 22, 2021

Members are now able to book customizable trips

The 10-day Pacific Coast Adventure, which is now available, begins in California with a Big Sur road trip and private wine tastings. This is followed by a visit to Armstrong Redwood State Natural Reserve, a stay at a ranch near San Luis Obispo and a cruise around the San Juan Islands to watch for whales, sea lions and more.

Available for 2022 bookings, the nine-day America's National Parks itinerary includes stops in Yosemite, the Grand Canyon, the Grand Tetons and Yellowstone.

Both trips use a King Air 350i for air travel and can be customized for up to eight guests.

In January 2022, A&K and Wheels Up will launch The Great Migration Safari, a 12-day experience limited to 16 members and two departures. The trip will take place in East Africa, with game viewing and luxury accommodations across the Masai Mara, Ngorongoro Crater, and the Serengeti.

The partners also plan to launch additional members-only experiences to Morocco, Southeast Asia and elsewhere later this year.

Additionally, Wheels Up members will receive special benefits when traveling with Abercrombie & Kent. Likewise, A&K's Marco Polo Club members will receive preferred membership options if they join Wheels Up.

On July 14, Wheels Up became the first private aviation firm to begin trading on the New York Stock Exchange, debuting under the ticker symbol "UP."

Ahead of going public, Wheels Up announced several partnerships, expanding its bespoke members benefits platform with brands including German automaker Porsche, luxury travel club Inspirato and Hilton's Waldorf Astoria ([see story](#)).

"We will continue to elevate our member benefits and partners for our loyal members, delivering exceptional experiences and value for their Wheels Up membership," Mr. Dichter said.

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