

TRAVEL AND HOSPITALITY

Wheels Up expands member benefits for golf lovers

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Punta Mita Golf Club in Mexico is part of the new program. Image credit: Wheels Up

By LUXURY DAILY NEWS SERVICE

Private aviation company Wheels Up has extended its exclusive member benefits with new golf experiences.

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Golf Experiences with Up features newly added destination partners and a growing list of golf-centric benefits. Wheels Up members will now have access to major tournaments, as well as specially curated experiences at some of the world's most prestigious courses.

Golf with Up

Wheels Up has curated on-site experiences for its members at the Waste Management Phoenix Open, which is scheduled for Feb.7-13, 2022 in Phoenix, Arizona.

Members may reserve access to a luxury Skybox on the 16th green through Wheels Up partner Confirmed360, and travel to Phoenix via Wheels Up private aircrafts.

It has also curated an experience at the Players Championship, which is scheduled for March 10-13, 2022 in Ponte Vedra, Florida, including transportation and accommodations booked through Wheels Up's memberships services.



*Members have access to a private, confidential and free community of golfers who belong to highly regarded and top-rated private golf clubs.
Image credit: Wheels Up*

The new Golf Experiences with Up program also provides members exclusive access and rates to renowned golf destinations such as Pinehurst, Salamander Hotel and Resort, Horseshoe Bay and the Abaco Club.

Membership benefits are provided in connection with Thousand Greens, a private and confidential community of golfers who belong to renowned private clubs, as well as Worldvantage Golf and indoor golf and entertainment platform aboutGolf.

Wheels Up was acquired earlier this year for \$2.1 billion after agreeing 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](#)).

Since then, the aviation firm has been busy collaborating with various businesses to expand its member benefits.

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