

TRAVEL AND HOSPITALITY

## Wheels Up launches winter ski experiences

November 30, 2021



*The brand is aiming to engage its wintersports-loving members with new ski experiences. Image credit: Wheels Up*

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up is getting ready for the upcoming ski season with new experiences.

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Wheels Up members will have access to unique travel packages with professional skiers at resorts around the United States. In addition to these experiences, members have access to exclusive benefits globally from alpine adventures in Zermatt to getaways in St. Moritz.

**Ski with the best**

Members can visit Park City Mountain or Deer Valley Resort for a VIP Day. The day includes four hours on the slopes and an additional two hours off-slope aprs-ski activities.



*Members can fly privately to Park City, Deer Valley and more for personal ski experiences. Image credit: Wheels Up*

Members also have VIP access to the Beaver Creek Birds of Prey Ski Word Cup in December 2022 for two days of the event.

In the spirit of sport, the aviation brand recently extended its exclusive member benefits with new golf experiences.

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

the world's most prestigious courses ([see story](#)).

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