

TRAVEL AND HOSPITALITY

Wheels Up partners with residential developer

March 3, 2022



Palmetto Bluff in South Carolina is one of the select destinations as part of the partnership. Image credit: South Street Partners

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up has announced a new partnership with residential community developer South Street Partners to provide new opportunities at select properties in the southeast U.S.

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The two brands are joining forces as a way to offer more personalized and seamless membership experiences, on the ground and in the air. Members of South Street's participating communities, including Kiawah Island, The Cliffs, Residences at Salamander and Palmetto Bluff will be provided with Wheels Up membership rates and offerings as well as access to curated events around the world.

"This unique partnership exemplifies the ethos of our brand, creating indelible moments that matter," said Lee Applbaum, chief marketing officer at Wheels Up, in a statement.

"Working with South Street, we are able to deliver an integrated, and elevated experience in the air and on the ground, whether traveling to one of their spectacular communities or enjoying an exclusive Wheels Down event with fellow members and residents."

New destinations

Wheels Up memberships will allow residents of South Street communities to plan trips between participating properties while receiving premium Wheels Up service for the duration of their trips.

Wheels Up will fly members to properties across South Street's expansive portfolio, each of which provides unique experiences.



Kiawah Island is located in South Carolina, just southwest of Charleston. Image credit: South Street Partners

Guests may explore a range of luxury real estate offerings in these communities, which saw record sales in 2021, driven by buyers' desire for private outdoor access and recreational opportunities.

"We are excited to partner with Wheels Up and delighted to invite their members to explore our exceptional communities' across the Southeast," said Chris Randolph, partner at South Street, in a statement.

"Wheels Up shares our belief that the most precious commodity in life is time time to spend with those you love, in a place you love making this an ideal collaboration."

In a similar bid to appease consumers' desires to be outdoors and enjoy leisure activities, Wheels Up extended its exclusive member benefits with new golf experiences in November 2021.

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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