

TRAVEL AND HOSPITALITY

Wheels Up goes across the pond with new acquisition

April 1, 2022



Wheels Up is adding to its portfolio. Image credit: Wheels Up

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up is accelerating its global expansion with its acquisition of British global aviation services group Air Partner.

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The move allows Wheels Up to expand its private travel offering internationally. The company will also be able to add new services to its portfolio, as Air Partner provides group charter, freight and safety and security offerings.

"We are thrilled to welcome the Air Partner team as Wheels Up officially goes global," said Kenny Dichter, chairman/CEO at **Wheels Up**, in a statement.

"Air Partner's rich 60-year history in private aviation and complementary services will be an excellent enhancement of our brand as we continue to expand our marketplace and deliver a world-class experience for our members and customers," he said. "Bringing these two teams together is a tremendous advantage as we work to reinvent the future of private travel."

Going global

Air Partner, founded in 1961, has operations in 18 locations and four continents. It will maintain its U.K. headquarters, and its leadership team is expected to continue in their roles.

Eventually, the company expects all its core private aviation services will operate under a unified Wheels Up brand. Air Partner's subsidiaries Baines Simmons, Redline Assured Security, CHS Engineering Services and Kenyon International Emergency Services will operate their established brands under the Wheels Up umbrella.

A whole new world of adventure awaits.

Welcome to the Wheels Up family, [@AirPartner](#). [#goingUP](#) [#UPthewayyoufly](#)
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Wheels Up (@WheelsUp) [April 1, 2022](#)

The acquisition allows Wheels Up to offer more services and destinations

While Wheels Up primarily works with individuals and businesses, Air Partner also has established relationships with governments, military and civil organizations.

Bringing Air Partner into the fold will also allow Wheels Up to add more destinations outside of the U.S. to its services, including London, the Amalfi Coast, Italy; Ibiza, Spain; Santorini, Greece and Monte Carlo, Monaco.

The acquisition is valued at approximately \$109 million.

"The response to this acquisition from our stockholders to our employees to our partners has been overwhelmingly positive," said Mark Briffa, CEO at Air Partner, in a statement. "We expect to leverage Wheels Up's investments in brand, technology, operations and service as we continue our strong start to 2022."

Consolidation continues in the private aviation sector.

This week, private aviation group Vista Global Holding has announced the acquisition of the private aviation services platform Jet Edge.

Founded in 2011, Jet Edge is an integrated charter, management and brokerage platform and a provider of large cabin and super-midsize private jet charter and aircraft management services. Following the completion of the transaction in Q2 2022, Vista expects its fleet availability to expand to 350 aircraft ([see story](#)).

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