

TRAVEL AND HOSPITALITY

Wheels Up announces exclusive private aviation partner with World Equestrian Center

January 9, 2023



Wheels Up will now serve attendees of WEC events through the partnership between companies. Image credit: Wheels Up

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up is teaming up with the World Equestrian Center on a new private travel effort, to the benefit of event attendees.

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The firm will provide air transport and hospitality services for Grand Prix VIP and other shows put on by the World Equestrian Center. For WEC's events, which take place in Ocala, Florida, Wheels Up will not only provide services, but plans to sponsor the gathering.

"We are thrilled to have the opportunity to become the official private aviation and hospitality partner of the World Equestrian Center to provide seamless travel experiences for our members traveling to Ocala for the events," said Bill Roberts, senior vice president of communications, public relations and ESG at **Wheels Up**, in a statement.

"We believe in unsurpassed experiences on the ground as well as in the air, and this partnership provides a unique, curated combination for our members and others attending WEC events."

Wheel perks

As there are no commercial flights available to Ocala, the partnership comes with heightened convenience for attendees of events hosted in the area.

Members of the World Equestrian Center can also enjoy top aviation membership choices with Wheels Up, giving them access to private travel options outside of the events. Now, Wheels Up members can also attend bespoke happenings with the Center, and gain access to premier tickets.



Members of the two companies will get to share perks, mutually benefitting off of the partnership. Image credit: Wheels Up

Marking this new era of union, the two upcoming events for the 2023 season will be named Wheels Up Grand Prix, making Wheels Up the title sponsor.

The venue at Ocala operates year-round, complete with interior arenas, vendor buildings and a five-star hotel, the latter containing fine dining and spa options.

The center is also the largest equestrian venue in the U.S., sitting on 378 acres of land. There are currently 300 extra acres being saved for future projects.

"We are honored to welcome Wheels Up as an official partner at World Equestrian Center Ocala, and we're looking forward to providing our guests and visitors with the opportunity to travel effortlessly to our future events," said Roby Roberts, CEO of [World Equestrian Center](#), in a statement.

Working with the expansive center is not the first project that Wheels Up has taken in the region, recently teaming up with a residential developer in the southeast U.S. ([see story](#)).