

TRAVEL AND HOSPITALITY

Wheels Up offers capped rate packages for flights on King Air fleet

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The UP King Air program applies to flights which take place in the majority of U.S. states which lie to the east of the Mississippi River. Image credit: Wheels Up

By LUXURY DAILY NEWS SERVICE

Private aviation firm **Wheels Up** is offering a new tiered initiative that allows passengers to fly on its fleet of King Air 350i turbo jets at a capped hourly rate.

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The UP King Air program offers three plans, each with its own price point and corresponding benefits and features. All three plans include complimentary enrollment in the Wheels Up Connect membership program.

Up and away

Each plan is named according to the monetary amount required for deposit.

For example, UP King Air 50 calls for a \$50,000 deposit and offers guaranteed King Air availability on 250 days out of the year at a special hourly rate of \$4,695.

UP King Air 100 and 200, requiring a \$100,000 and \$200,000 deposits, respectively. Both afford members guaranteed King Air availability on 275 days of the year, at a special hourly rate of \$4,495.

The Connect annual membership, which is included in all three programs with the waived initiation fee, offers benefits such as shared flights, entree to signature events and discounted empty-leg flights.

UP King Air only applies to flights to the east of the Mississippi River in the United States, excluding Wisconsin, Minnesota, Louisiana and Michigan and which depart between 8 a.m and 8 p.m.

The King Air 350i Turbo is 8-seat craft which rivals the commercial jet's flight time for journeys under 300 miles.

Another recent Wheels Up initiative gave members of the equestrian world a major leg up.

In January, the company officially partnered with the World Equestrian Center (WEC) to provide private aviation and hospitality services to those attending 2023 WEC events which it will also sponsor in Ocala, Florida. In recognition of this partnership, which also offers Wheels Up members access to special events, the 2023 Grand Prix events were named Wheels Up Grand Prix ([see story](#)).

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