

TRAVEL AND HOSPITALITY

Wheels Up restructures popular destination offerings

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The effort is meant to maximize profitability for Wheels Up, which has been struggling financially in recent months. Image courtesy of Wheels Up

By LUXURY DAILY NEWS SERVICE

Private aviation firm Wheels Up is splitting up its flight regions.

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Coming June 26, 2023, the company will have two primary service areas, made up of the current service destinations. Flying east of the Mississippi River and segments of Texas, as well as throughout the American West, the effort embraces popular destinations that are currently in demand.

"These new programs represent a fundamental shift in how we are bringing our products and services to market to best serve our members and bolster our path to profitability," said Mark Briffa, chief commercial officer at **Wheels Up**, in a statement.

"As Wheels Up has grown, we've seen that a one-size-fits-all pricing and geographic service model doesn't reflect how our customers actually utilize Wheels Up or allow us to truly capture the operational and financial benefits of our scale," Mr. Briffa said. "By focusing our fleet in the areas where we have substantial demand and resource density, we are able to offer superior pricing, better service and improve the efficiency and profitability of our operations all while keeping the customer firmly at the center of everything we do."

Flying further

According to the company, this new plan is predicted to decrease prices across all cabin classes, offering increased accessibility to heightened luxury.

Additionally, the focused hubs and shuffling of existing regions will create denser service areas with faster turnaround times. Wheels Up claims this will lead to improved operational efficiency, and increased predictability of when services will be available, which is currently a common drawback to the more than 12,000 members.



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A post shared by Wheels Up (@wheelsup)

"Wheels Up was founded on a commitment to world-class service and an extraordinary member experience," Mr. Briffa said.

"These new programs are designed to deliver on those commitments to our existing customer base while also being very attractive to new fliers."

As part of the expansion, the existing King Air fleet will be assigned to the Eastern region of the United States.

Outside of these specified service areas, charters will be handled by the company's Air Partner subsidiary and others within its partner network.

As part of this new strategy, Wheels Up recently named its first chief digital officer while installing a new chief marketing officer ([see story](#)).

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