

## The travel companies so exclusive they handpick their clients: Inside the world of the ultra-travellers... where customers are 'friends' and just planning an itinerary costs £1,000

**The super-rich crave incredible experiences that money alone can't buy  
Luxury concierge services cater to every whim for wealthy clients  
Dinner with Al Pacino and a meet and greet with the Jackson family...**

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**PUBLISHED:** 09:21, 6 March 2015 | **UPDATED:** 17:14, 6 March 2015

We all daydream about the luxurious holidays we would take if we were to win the euromillions.

For the most elite members of society, the holidays they go on are so exclusive, that money alone is not enough to secure a place.

With the exclusivity comes experiences that you would never normally be able to buy.



The ultimate exclusive experiences are available to the ultra-rich, but you'll have to be among the one per cent to qualify for some companies

Specialist Italian travel company, Bellini Travel, set up by Emily FitzRoy 15 years ago, is so exclusive that it only caters to a carefully selected list of 100 clients a year.

'As we look after a limited number of people each year, we can pull in huge favours,' Emily said.

'For example, we're just in the middle of negotiating to close the Uffizi for a client who only has 24 hours in Florence, but wants to see Botticelli's Birth of Venus on his own.



Luxury travel company Brown and Hudson describe themselves as a cross between therapists and an investigative journalists in providing customers with the best service

Brown and Hudson describe themselves as the antidote to everything that is packaged and unconsidered about today's luxury travel business.

Their bespoke service, which charges a minimum of £1,000 simply to create an itinerary for potential clients, has an impressive portfolio of bespoke experiences they have orchestrated for guests.

This includes surprising a honeymoon couple with the perfect wedding present; tea with Archbishop Emeritus Desmond Mpilo Tutu.

'If their passion is James Bond and their destination Iceland - we might introduce them to the producer of the Icelandic scenes from Die Another Day,' said founder Philippe Brown.

'We attract demanding, cultured and often well-travelled clients. We're not for everyone. We don't want to be everyone. Appealing to everyone leads to an average product or service with mass appeal. We are in a category of one. It takes bravery to do this.'

He describes how one client had a serious medical condition which meant she was unable to retain short-term memories.

They discovered that she was a keen but shy pianist, so they arranged for her to enjoy a phenomenal piano playing experience, alone on stage at Reykjavik's Iconic Harpa Concert Hall.

Luxury lifestyle website VeryFirstTo was founded by Marcel Knobil in 2012 to cater to what he calls 'early adopters of luxury' who strive for far more than a luxury holiday or an expensive watch.

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**Philippe Brown, founder of Brown and Hudson**

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