

ELEVATING THE GAME IN FAMILY TRAVEL

As times change and families evolve, so do their needs and expectations of travel. Today it is experiential and completely bespoke. To find out more, we talked with Oliver von Holzing of bespoke travel company Brown & Hudson. "Luxury travel today is characterised by life enriching and transformational experiences that change the way travelers understand themselves, connect with loved ones and learn about the world around them," says von Holzing.

Just as every family has its own unique history and traditions, luxury travel today must offer correspondingly unique experiences, be they a family adventure or a secluded getaway to sooth the soul. On a higher plane, one might also consider an expedition with philanthropic focus, a cultural journey to seek out family ancestry, an engaging educational opportunity to experience the personal side of the family business, or indeed any combination of these.

For Ultra High Net Worth families who wish to mix luxury with family engagement, expertly planned travel can creatively pass on an appreciation for the family and the family business in a deeply experiential way.

Von Holzing describes one bespoke project that the company crafted for a family who wanted to spend more time travelling together. Part of their brief was that the children should have fun, as well as learn on their journeys, thus growing through the experiences. Rather than jumping to possible

destinations, the company took a step back and proposed 'a curriculum of travel.' The idea: seven incredible journeys on each of the seven continents, hand crafted for the families, with an engaging experiential curriculum to match. It included time in the Amazon jungle, where education came from a focus on eco-systems and tribal cultures; a chartered yacht to Antarctica to witness the intricacies of polar life and environmental change; an expedition into the Himalayas, where sustainability is key. Each leg of the trip had its own expert staff, featuring a tutor, a world-class filmmaker, and a celebrity explorer. "Every aspect of the itinerary, from activities to culinary preferences, was customised to suit each family member. This allowed everyone to plan their days together or apart – or both – knowing everyone was not only well looked after, but also genuinely inspired by the new places they explored," explains von Holzing.

Of course, from the family office's perspective, planning and executing such bespoke travel can be a formidable task and more so bearing in mind the sheer number of travel companies and concierge services offering varying levels of expertise. First, there's the hurdle of even conceiving of destinations and activities that help strengthen family bonds, pass on family values and teach younger generations about the legacy they will inherit. Then there's the need to visualize and meticulously plan every step and liaise with local contacts to make the ideas a reality. Finally the trip itself must

be orchestrated by trustworthy individuals with expert local knowledge. So all in all, the prospect is daunting. But today help is at hand. Armed with an intimate understanding of the family, family offices can greatly benefit from the expertise of a new breed of travel company. Truly bespoke travel experts such as Brown & Hudson provide a unique and highly personalised approach to travel, luxury and the family experience. Inspired by the family, each journey is crafted from scratch, employing a level of creativity and expertise that goes far above that offered by a traditional concierge service or travel agent.

"What makes us unique is the thought and strategic vision we apply to each project. The result is that during each journey our clients know that their valuable time could not have been spent any better," says von Holzing.

It is a subtle art. Recently a client mentioned to Brown & Hudson that he was training for a marathon. So rather than just recommending lodges with gyms, they worked with a renowned South African professor of sports sciences and developed specific training routes within each reserve, matched to his training needs. In addition, to keep things safe, ranger staff was employed to sweep the routes. This allowed him to pursue his personal interest while on a family trip, giving him more time to enjoy the company he was keeping, rather than fretting over the training edge he might have lost.

“FOR ULTRA HIGH NET WORTH FAMILIES WHO WISH TO MIX LUXURY WITH FAMILY ENGAGEMENT, EXPERTLY PLANNED TRAVEL CAN CREATIVELY PASS ON AN APPRECIATION FOR THE FAMILY AND THE FAMILY BUSINESS IN A DEEPLY EXPERIENTIAL WAY.”

Today, luxury travel for families hoping to pass on a legacy can take many shapes. Here are some ideas to consider:

- Start with a trip on the family tree, not just through grandpa's old stories or an album of sepia tinted photos, but with the help of ancestral sleuths who uncover the family's rich history and take members on an engaging journey to where it took place.
- Take the journey further, following the changes of the family business from inception to modern day success. This might include a flight across the world or a walk across the street to where the inspiration for the business was born. Travel through the various stages of its evolution, learning about its changing cultural and natural contexts.
- Develop a tradition to be passed down for generations to come. Whether hiking up Mount Kilimanjaro on 18th birthdays, or setting up global philanthropic investments upon the birth of each new child. Traditions are timeless and can create stronger bonds between the generations. Whatever the focus, the tradition should be created with the family, its values, history and future in mind.
- Challenge each other with once-in-a-lifetime adventures. Take a survivalist trip down the Amazon, experiencing what it would be like to live on these rivers and subsist off the earth. Or plan a trip to touch the South Pole on a challenging expedition across the ice. These types of adventures create unparalleled memories to share with generations to come.
- Change the view on business travel, from a long haul break to an opportunity for family experiences. Involve the children perhaps, so that they can learn the local cultures of the lands that are relevant and important to the business success, and have a stronger sense of the global reach that previous generations have achieved.
- Or just take some time for self-discovery, to pursue personal passions and growth, only to return more revitalized for the family and the business.

Whatever the approach, it should always be personal and engaging; an inspiring adventure for all generations that builds memories, as well as bonds.

I am a passionate traveler, and from the time I was a child, travel formed me as much as my formal education... David Rockefeller

Brown + Hudson creates truly bespoke, exquisitely crafted travel experiences. www.browndanahudson.com

“ I AM A PASSIONATE TRAVELER, AND FROM THE TIME I WAS A CHILD, TRAVEL FORMED ME AS MUCH AS MY FORMAL EDUCATION...”

DAVID ROCKEFELLER



GLOBAL PARTNERSHIP
PRIVATE OFFICE CLUB



THE PRIVATE MEMBERS
NETWORKING CLUB
FOR PRIVATE WEALTH
OWNERS, PRACTITIONERS
AND FAMILY MEMBERS

FOR MORE INFORMATION ON
MEMBERSHIP PLEASE VISIT
WWW.PRIVATEOFFICECLUB.COM

Global Partnership Private Office Club
Hamilton House, 1 Temple Avenue, London, EC4Y 0HA
Tel: +44 (0)20 7489 2121