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BESPOKE TRAVEL EXPERTS RELEASE THEIR 2017 ANNUAL LUXURY TRAVEL TREND REPORT

January 11th 2017 - (London, UK): Luxury travel company Brown + Hudson is constantly thinking about and exploring the next big thing in travel, taking inspiration and insights from other creative industries. As they begin the New Year they share their insights and what travellers can look forward to. Naturally, you can expect them to go beyond the destination and delve further into more conceptual and intelligent approaches to travel.

Bespoke 2.0: The origins of the word ‘bespoke’ lie firmly in Savile Row, but it is in the luxury travel realm that Bespoke 2.0 has been conceived to meet a trend towards ultra-personalization. A superior quality of travel experience, Bespoke 2.0 is as organic and ever changing as each traveler. While a bespoke suit will fit you perfectly the day you first wear it, it doesn’t evolve with you if for example you buy a bigger watch, lose weight, or decide you want a different fabric. Bespoke 2.0 travel experiences allow minute-by-minute flexibility to reflect a traveler’s ever-evolving needs, interests or whims as they react to a new a new environment or stimuli. Whilst itineraries or programs might be a starting point, increasingly, clients want intense flexibility and unprecedented personalization.

Build it and they will come: For many, a hotel can be a large part of their experience of a destination. But what if the destination has no hotel? There is an undeniable trend of travelers wanting to access the inaccessible without compromising on comfort. This trend began with *glamping* but when you combine an expedition to a remote place with surprising luxury you have a *luxpedition*. Imagine Afghanistan’s remote Wakhan Corridor, the depths of the Amazon or the Sahara Desert – all remote and challenging places. A luxpedition allows you to explore, discover and exert yourself by day and at dusk reward yourself with unimagined levels of comfort and intelligent luxury. Fine dining when you least expect it, a heated floor to your tent in the desert, the softest bed linens in places you didn’t even expect a bed or even an entire village built just for you in the remote highlands of Vietnam. Suddenly the world’s most remote and interesting places just got even more interesting.

Esoterica: Whether culinary, art, music or adventure travel, themed journeys are hardly new. What is new however is that demanding travelers now want their couture travel company to create experiences that explore much more niche or esoteric interests. These can range from shamanism, to Chilean Rodeo and the lighting of Paris to the lifecycle of oil and the evolution of British comedy post-Monty Python. Few travel companies are perfectly suited to this kind of work. The best of the best will save their clients time and apply conceptual

thinking, research skills and analysis to distil vast amounts of information into an utterly meaningful, insightful and seamlessly executed niche travel experience.

Mindful mindlessness: ‘Digital Detox’ has long been an idea talked about but in an increasingly hyper-connected world perhaps the only escape is an alternative reality. With evidence suggesting that doing something mindless can promote greater creativity than focused attention; people are searching for this in their travels. Brown + Hudson’s “Journey with no Destination” concept promises clients that by the end of the journey they will feel exactly the way they want to feel (rested, energized, inspired, challenged) – without the client knowing where they will be travelling to until they arrive. The mental journey before, during and after the trip, the “what if’s” of not knowing where they will be travelling are a huge part of this unique and utterly mindful travel experience.

With “The Lives of Others”, the company entreats travelers to throw away the guidebook checklist, to deliberately avoid the obvious sites and to experience places through the lives of others. Perhaps the journey begins with a dinner party with like-minded individuals, the next day you meet a journalist for lunch or join a local group of songbird collectors. Sometimes experiencing the ordinary, the everyday lives of others can reveal the most extraordinary memories.

The Future is Experiential: As the smart phone rapidly supplants the dog as man’s best friend, the adage ‘it’s the people you meet that make the journey’ has never been more relevant. Of course relaxation and fun are likely to remain key ingredients but there is a distinct trend towards people seeking more insightful, fulfilling and engaging travel experiences. Human connection and genuine interactions are increasingly part of the brief received from clients. We find ourselves facilitating visits to indigenous communities, engaging in meaningful cultural exchange, spending time with NGOs and expats and people who often have no connection to the travel industry whatsoever.

The Great Escape: According to research the wealthiest 1% of U.S travelers say that ‘learning new things’ is the third most important benefit of travelling. Evidence suggests that this feeling is shared with travelers of other nationalities. With this in mind, it is no surprise that there is a trend towards people taking longer to discover places and to experience them more deeply. The experiences of gap-year are incorporated into a great escape. Perhaps thirty days exploring South East Asia or a North American cultural road trip. Experiencing something firsthand means it’ll stay with you for a lifetime. Finding shared interests and values within different cultures opens up endless possibilities and the most sophisticated travelers recognize the value of this, for themselves and their loved ones.

Travel Advisors: Individuals who are resource-rich and time-poor retain experts in the most important areas of their lives. They don't go to the bank, they have financial advisors. Curators advise them on their art collections and tax advisors on their tax strategy. And today so follows travel. Travel agents and tour operators are rapidly becoming relics. The future lies with travel companies, often on retainer, committed to a long-term and utterly accountable relationship. Staffed with travel advisors or private travel designers, these companies are long-term partners responsible for ensuring that a clients' travel time could not possibly have been better spent. Rather than travel budget, clients talk of their investment - investment in quality of life, learning, memories, stories or a family legacy never to be forgotten.

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[Brown + Hudson](#)

Brown + Hudson is a London-based bespoke travel company, a team of travel experts creating exquisitely crafted, richer travel stories. A cross between therapists and investigative journalists, their trip planners begin by working closely with clients to understand their needs, interests, motivations and goals. Then, rather like journalists they turn their curious minds to the destination and research and reimagine it specifically for each client. Brown + Hudson is utterly creative, insightful and incomparably memorable. Impossible to duplicate.