



ARBUTHNOT LATHAM
Private Bankers

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PRIVATE LIFE

NEW HORIZONS

ARBUTHNOT LATHAM EXPANDS
ITS PRIVATE BANKING AND
INVESTMENT MANAGEMENT SERVICE

MAKES IN-ROADS INTO CREATING
A NEW RUGBY PRESENCE

DISCOVERS THE LUXURIOUS
ART OF BESPOKE TRAVEL



In Tents Therapy



If you yearn for the road less travelled it pays to have a seasoned guide who knows the terrain. *Brown + Hudson* introduce us to the luxurious art of bespoke travel.

The nature of luxury travel is changing. Conspicuous consumption, chain hotels and unimaginative resorts - synonymous with the last two decades of high-end tourism - have become not only unsustainable and uncouth, but also rather dull. Increasingly the demand is for something different, something authentic; for unique experiences that engage the heart and the mind.

Now "experiential travel" makes for life-enriching trips to exotic and unconventional destinations; a chance to escape the reaches of globalization, and to create memories that last a lifetime. Comfort does not necessarily have to be sacrificed in these far-flung reaches, nor does travel have to be inherently damaging to the environment. Social and environmental responsibility, the idea of making a positive impact wherever one goes, is becoming a common mantra amongst this new generation of luxury travellers.

However, planning such a trip can be time-consuming and requires in-depth and up-to-date local knowledge. For those who are time-starved, one option is simply to pick an off-the-shelf package and hope for the best. But if you have more particular interests and tastes, or value a more individual service, you could turn to travel experts who specialise in creating travel experiences that are truly bespoke.

Every trip is planned and delivered as a one-off journey



designed from the ground up, based on an intimate understanding of each client's travel needs and wishes. Be it a family adventure or something with a philanthropic focus, a culinary and cultural journey or a secluded getaway to sooth the soul - or indeed any combination of these. With a truly bespoke approach, you get exactly what you want and nothing that you don't.

Expert trip planners are usually passionate travellers who will know the region in question and have extensive first-hand knowledge of its most remote and fascinating corners. They dig deep to uncover hidden gems, and enlist their best-informed local friends and partners in the search of remarkable travel experiences dotted throughout any given country or region. Travelling regularly and extensively, they build, expand and refresh their knowledge for their clients' benefit. Most of the time they will have spent a night or two in the region's finest boutique hotels and lodges, and will only recommend ones that best suit their client. Expect unprecedented privileges, encounters with local dignitaries and exclusive access for those "wow" moments that make a bespoke experience so individual and uniquely memorable.

If you wish, a guide specially selected to fit your journey and your group could lead your trip. The advantages are obvious: not only does it mean that someone else handles the organisational aspects on the ground, but it also allows for almost unlimited flexibility and spontaneity. Fancy a last minute round of golf over on the



neighbouring island? Your guide will book your tee time, and get the motorboat or helicopter ready. Or imagine a wonderful but hot and dusty hike in the Atlas Mountains, only to round a corner and find a surprise picnic laid out for you under a tree on the banks of a little stream.

Guides may bring different kinds of skill sets to the table, ranging from specific cultural knowledge to being an expert sommelier or experienced cyclist, or perhaps they are just incredibly adept at occupying 6-year olds. Usually they are all-rounders, knowledgeable and competent types, the kind of people one enjoys spending time with. Depending on your preferences, they can be discreet and virtually invisible in the background, or they can be an integral part of your party.

What makes truly bespoke travel so compelling is not just the individually tailored itinerary and on the ground service, but also the attention to the tiniest personal detail. This could mean finding novel local interpretations of your favourite dish on the specials board at an Outback restaurant, your preferred single malts and cigars in the bar of a remote safari camp, or, if you like to stay in touch, Wi-Fi installed especially for you. Some details you might not even notice consciously: check-in formalities have been taken care of and the chef at breakfast knows you like your eggs poached just so. Having experienced the personalized service of travelling truly bespoke it is hard to imagine choosing any another way.

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Out of This World

A group of London friends commissioned London-based bespoke travel specialists Brown + Hudson to create a cycling trip in New Zealand. Staying only in the finest hotels, they requested smooth roads (rare in New Zealand) matched to their differing abilities and fitness levels, top of the range bikes and experienced local bike guides with full logistical support.

Taking in the best of New Zealand's diverse and epic scenery, the tour traversed the rolling fairy-tale landscapes and geothermal wonders of the North Island, as well as the tranquil central valleys and alpine passes of the South Island. The trip planning team conducted extensive in-country research with route profiles created using GPS technology and satellite imaging. Hand-picked guides, with the ideal blend of professional expertise and interpersonal skills, were paired with support vehicles upgraded to accommodate the specially imported bikes. Along the way plenty of time was given to relax, or indulge in other activities such as golf, spa time, fishing, trekking and helicopter excursions to spectacular vistas. A bespoke, awe-inspiring journey for all involved.

If you would like to create a truly unique travel experience contact:
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