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A Journey with no Destination: Sometimes you're better off not knowing where you're going.

November 3, 2015 – (London, U.K.) [Brown + Hudson](#), the London-based luxury travel company launches a unique new service. For the experienced traveller “A Journey with no Destination” is a new concept that shifts the emphasis from the “where” of travel to “why”.

Philippe Brown, the company's founder and Chief Visionary Officer observed: “Travel evolves slowly. Its history could begin with the crusades, then from the 17th to the 19th century the Grand Tour was, for the fortunate few, an educational rite of passage. Commercial flights began in the early 1920s and in the 1990s the low-cost flight boom began taking passengers to all sorts of hitherto unknown places for long weekends. Of course, with hotels like the Morgans Hotel Ian Schraeger the 80s ushered in an era of “boutique hotels” where architecture, design and hotel services were all important. Today, travellers increasingly seek experiences that help them evolve personally and *feel* differently when they return home.”

So what happens when you remove the destination from the equation and shift the focus to goal of the client's travel or their outcome? What changes when you *guarantee* how someone will feel without telling them where they'll be going?

Somewhat counter intuitively, this surrender of control and responsibility allows the traveller to become more curious and open to different ideas about the therapeutic role that travel can play. This questioning of the “why?” of travel is something that philosopher Alain de Botton touched on in his 2002 work *The Art of Travel*.

[Brown + Hudson's](#) process begins with a unique in-depth Trip Planning Interview where boundaries (flight duration, budget, no go areas etc.) are established and travel history, motivations and goals explored. Once all the key client insights are gathered their experienced trip planner researches how the client's goals could best be achieved, where and why.

Pre-departure activities, classes or encounters in the client's home city are carefully chosen to help them prepare for their outcome and journey.

The destination is discovered on arrival if the client is flying privately, at their departure airport otherwise.

The exact itinerary and the connection between the client's outcome and the culture, history or traditions of the chosen destination are revealed day by day in-country. Each activity, encounter or visit and supporting materials contribute to making the traveller feel just the way they'd like: perhaps more graceful, with a renewed appreciation of their own home or maybe with a greater sense of calm.

For well-travelled families, this Christmas asking "why" rather than "where" and thinking differently about travel and its therapeutic qualities might be the perfect Christmas gift that is remembered for years to come.

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About Brown + Hudson - www.brownandhudson.com Brown + Hudson is a London-based 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. Travel with Brown + Hudson is utterly creative, insightful and incomparably memorable. Impossible to duplicate.