

FOR IMMEDIATE RELEASE

The Great Game: Exhilarating travel with storytelling at its heart.

May 25th, 2017 – (London, U.K.) Luxury travel company [Brown + Hudson](#), launches its new approach to travel, “The Great Game”. Think a fun, educational, engaging computer game, treasure hunt, board and role playing game all rolled into an incredible travel experience.

To build engagement in kids and to bring families together, the company turns an incredible trip into a spectacular game. Who’s part of the cast and who’s a bystander? Who can you trust? How much can you learn?

The goals of each Great Game are to challenge and educate, providing a different way to engage with a destination, and giving kids different reasons to be glued to their smartphones, as well as aid relaxation, engagement and the creation of lasting memories.

The design of each unique edition of The Great Game involves learnings from the gaming industry and takes into consideration the specific objectives of each family and the individual players. Each client and their party are interviewed during the development process stage; this is where our therapist nature comes into play. It is this interview that provides us with an insight into the mechanics, level of interaction and timings of the game, to make it suitable for the players.

“The idea came from working with a client who was struggling to get her children excited and engaged in their trips, and away from their screens. Our thinking was rather than trying to change this habit, use it as a tool for bringing the family together through the medium of a game.” commented Philippe Brown, founder of Brown + Hudson “The worlds created in video games these days is so real and exciting for kids that the challenge is making the real world live up to their expectations. This is a huge opportunity for the travel industry”

Subtle cultural differences in how people of different nationalities like to play games are also considered, each concept taking into account the specific situation, quirks, interests and motivations of the players. The game can take just 10% of the travelling time per day or as much as 90%. This will depend on the clients’ preference, as they are the focus of everything Brown + Hudson does.

The outcome of the game is dependent on the decisions made and the team's performance throughout the journey. The physical journey they take could be the same as somebody else, but it's the mental journey that's unique, due to client's reactions to a decision or an outcome and the feeling that their choices matter. Unexpected surprises and riddles have the effect of making you engage much more deeply with surroundings than normal.

The mechanics could be a board game, card game, a role-playing game (RPG) or an augmented reality (AR) experience. During this stage relevant materials are determined as well. These could include app development, virtual reality, geo tagging, or a map - similar to the one used in your game. All are created from scratch and tailored to each client. What's always included in the Game Pack is a Leica Sofort Instant Camera, for capturing special moments, and storing or sharing them with friends that are made throughout the game.

Central to each game's design is flexibility to allow the player/s to adapt their journey at any point. This encourages travellers to create their own magic and unique moments that become an integral part of the game.

As with all Brown + Hudson experiences, the journey will include experts, people of interest, exclusive access and unusual or rare insights into your destination.

In each Great Game, a renowned games designer will be involved in the production, through industry experts Wotan Games. Bringing the expertise from both the travel and gaming worlds together; creating a game that's entirely suited to the player/s.

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For more information please contact:

Laura Mitchell

+44 203 358 0110

laura@brownandhudson.com

[Brown + Hudson](#)

Brown + Hudson is a London-based team of thinkers and 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.

The concepts that reflect their original approaches to travel include: Esoterica, The Great Game, Journey with no Destination, the Lives of Others, Grand Tour V2.0, Travel Cinemascope and Luxpedition.

Travel with Brown + Hudson is utterly creative, insightful and incomparably memorable. Impossible to duplicate.