

FOR IMMEDIATE RELEASE

## Ultra-Bespoke travel company asks clients why they travel at all?

London, 28<sup>th</sup> April 2020 — A London-based ultra-bespoke travel company is embarking on a new venture, creating an Ideas Incubator encouraging clients to use the current climate to reconsider their motivations for travel.

Brown + Hudson launches its new Ideas Incubator that uses our grounded present to help us all think about the *why* and *how* of our future travel.

At a time when travel is discouraged, the long-time travel pioneer has pivoted and created the WHERETOWHY Ideas Incubator to help clients make best use of their locked-down and socially-distanced time, teaching them ways to travel better and in a more fulfilling way in the future.

This shift in focus from the *where* of travel to *why* prompted the bespoke travel firm to shutter the WHERE area of its website and launch a new, dedicated 'WHERETOWHY' ideas hub on 28<sup>th</sup> April 2020 at [www.brownandhudson.com/where-to-why](http://www.brownandhudson.com/where-to-why). The hub welcomes ideas and thoughts from clients and other sources and offers a plethora of regularly updated thought pieces, ideas of how to thrive in the present climate, inspiring film content, book reviews, playlists and, ultimately, insights on how to think differently about travel from home.

Brown + Hudson is building on a long-standing philosophy of asking clients to think differently about the way they travel. "It takes a real shift in thinking for people to first consider *why* before *where*, but we've never had a better opportunity to reflect and act on this." Founder Philippe Brown argues, "taking a 'why' approach leads to greater fulfilment, better travel stories and greater 'experiential assets' that last a lifetime. In an age of climate change, over-tourism and now COVID19, *Why?* is also a question that perhaps we should be asking ourselves more regularly."

The firm has also curated a 'Curiosity Care Package' that it will be sending to its ARIA retained clients all over the world. "We wanted to give our clients some playful and thought-provoking prompts to help them challenge the status quo of luxury travel, to help them think differently about travel and to allow them to start their next journey before they even leave home."

The Curiosity Care Package and website are a new departure for the firm, and they strengthen Brown + Hudson's long-standing mission to teach clients and help them think differently about travel.

Underscoring the company's approach is its belief that travel, however near or far, simple or complex, has the capacity to boost happiness, fulfil lacks, solve problems and help to answer life's most important questions.

Travel can be a vehicle to self-discovery, strengthening family bonds or enhancing an understanding of a particular culture. Starting with ‘why’ unlocks the full potential of travel and the new ‘WHEREHOW’ hub is designed to be the first step in this journey.

Brown concludes, “these are unusual, new and interesting times, and the shaking of our routines and way of life, gives us a valuable opportunity to revisit, reflect and reconsider what it is that is most dear to us and why.”

Brown + Hudson’s ‘WHEREHOW’ hub launches on 28<sup>th</sup> April 2020 and can be found at

[www.browndanhduson.com/where-to-why](http://www.browndanhduson.com/where-to-why)

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## **Brown + Hudson**

Based in London and with a global network, Brown + Hudson is bespoke travel company, a team of travel experts creating exquisitely crafted, richer travel stories.

Gifted with the subtlety of a therapist and the relentless curiosity of an investigative journalist, their private travel advisors use the most robust psychologist-devised interview process to fully understand their clients’ needs, interests, deepest motivations and goals.

Over 26 years of travel expertise, ongoing research and scientific insights from world leading authorities, academics and universities form the foundation of every experience they design.

For each journey they undertake, they apply rigorous logistical expertise from hundreds of journeys executed for thousands of the world’s most demanding clients in the most stunning and challenging of environments.

They apply their curious minds to reimagining the world specifically for each client to create ultra-personal experiences. Brown + Hudson is utterly creative, insightful and incomparably memorable. Impossible to duplicate.