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Expertise: Africa and the Middle East, Asia, Central and South America, North America, Private Jets, Chartered Yachts, META Travel

Specialty: U.K, France, Italy, Afghanistan, India, Bhutan, Thailand, Cambodia, Laos, Vietnam, China, Argentina, Morocco, Bermuda

Categories: Wine, Food, Art, Adventure, Family Travel, Destination Celebrations, Destination Weddings, Over the Top Trips, Villas

What sets your offerings apart from those of other travel specialists?

No travel professionals that I can think of invest time in teaching their clients how to travel better. This is exactly what I do.

I apply science – and psychology in particular – to my work. Rather than making some reservations, sending clients on their way and hoping for the best, I take a hands-on approach to what my clients do when they're traveling so that I can guarantee the outcomes of their travels.

As an industry, travel professionals don't add much value to the products (other people's products) that they sell. Instead, I add tangible value to what they do before they leave home, then also during their trip and importantly after their travel. This way every year becomes a virtuous cycle of anticipation, experience and positive reflection and growth after the trip, anticipation, experience and reflection.

My consultancy offers solutions with insight, meaning and impact. Understanding client and consumer motives is a key component of my craft. I use a blend of experience, creativity and research to understand the role travel plays in people's lives.

What is one of your all-time favorite experiences you've been able to pull off for guests?

I arranged a lunch with the King of Jordan on top of the Arc de Triomphe in Paris.

How do you see your role changing in a post-COVID world?

In 2021 clients will want certainty that their travels will fulfil their increasingly long list of intentions, needs and wishes. People will demand more from their precious travels. META travel – travel that teaches you to travel smarter – will come into its own. To remain relevant luxury travel professionals will have to do more than just sell travel as a commodity.

Expect a greater focus on travel as a therapeutic tool, with travel advisors going beyond the product and a quick-sell to share insights in new realms like wellbeing, happiness, flow, creativity, play and transformation. After a year like 2020 the role and the value added by the travel professional have to evolve.

The world took a collective deep breath in 2020. Freedoms that we have long taken for granted were curtailed. In 2021 you'll see a release of pent-up demand for travel. Travelers will demand more of themselves and their travel professionals. Beyond the obvious health and safety concerns they'll value certainty, deep destination research, creativity, originality, escape and frankly, results. They'll want to make every travel moment the best it can possibly be.

Over tourism, climate change and COVID have been three catalysts for deeper reflection on the purpose and value of travel and what it means to each of us. Our clients have always been demanding but in 2021 this will go stratospheric. In just the past month "How can you guarantee that this itinerary will make my family and I happier?" has become a common refrain. Our research into the science of travel, happiness and wellbeing and our unique way of teaching clients how to get more from their travels allows us to guarantee outcomes."



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