

HYPER PERSONALISATION

Taking the time and care to anticipate exactly what guests need and make their trip truly special is what will set luxury travel providers apart this year

BY JOHN O'CEALLAIGH



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Philippe Brown, founder of tour operator Brown + Hudson, has seen his clients increasingly come to the same realisation. "People are becoming more interested in their inner wellbeing: happiness, fulfilment, connection," he says. For his company that means there is a growing emphasis not on where they should travel, but why.

To better understand the motivations of individual clients and recommend trips accordingly, in 2021 the company will ask them to take a new online VIP test devised by two travel-focused psychologists. It will analyse "values", "interests" and "personality" to underpin truly bespoke trips far removed from those listed in mass-market holiday brochures.

When it comes to the elite travel sector, it's an approach that makes sense – if the traveller has the means to pay for it, why wouldn't you delight them with an experience that is completely made to measure?

