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How the ultra-rich are traveling during covid, according to their travel advisers Forget about renting private yachts and jets. They're just buying them now.



⇔ û

Pandemic travel has looked a little different for the rich. While the everyman

By Natalie B. Compton

debated whether it was safe enough to visit family for the holidays, there was the

themselves on a regular basis.

1 percent.

out the pandemic]

to meet celebrities in Hollywood.

bodysuit.

Updated May 28, 2021

October 8, 2021 at 3:39 p.m. EDT

[Secret trove illuminates the lives of billionaires] But brief backlash hasn't stopped the wealthy from returning to travel. After a year

of being confined to their one, two or three homes, they are spending more than

vacation look like when you've already been everywhere and bought everything?

That's the question travel advisers for ultra-high-net-worth individuals have to ask

We spoke to three travel advisers about what kinds of trips they're planning for the

ever on vacations to make up for lost time. So what does a dream pandemic

Kardashian who used a loophole to go to Paris when the border was closed, or the

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other Kardashian who rented out a private island in Tahiti for her birthday.

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At the luxury travel company Brown and Hudson, founder Philippe Brown calls on

adaptation," Brown said. For example, to combat hedonic adaptation, the concept

of getting used to or bored of something (even a really, really good thing), Brown

plans ahead to keep his clients impressed day after day. That may be as simple as

It's more about the journey than the destination

the "art and science of luxury travel" to design vacations for the elite.

"We apply scientific principles to the travel that we plan — principles like hedonic

changing a client's accommodation after a few days so the view doesn't become blasé. Right now, Brown said, he is getting more clients who come to him with a desired

[Luxury brands flock to suburbs and vacation hot spots where the rich are riding

"Initial conversations are more interesting and a bit more fuzzy because people are

talking about 'I want to feel energized' or 'I want to be vital again,' " Brown said.

feeling vs. a specific destination, which hasn't been the norm in past years.

"People of a certain age ... they want to do stuff that makes them feel like they've achieved something beyond paying off the mortgage, having a jet, a car, whatever it is."

For a client to feel a sense of adventure, Brown has planned a "luxepedition" across

Madagascar. For a dad to feel closer to his son, Brown planned a U.S. road trip that

included pop-up drive-in movies in unexpected locations, and he arranged for them

They're pushing the boundaries of virtual experiences

To meet the needs of a few clients, Brown is working with a company in the United Kingdom called Immersive to create personalized virtual experiences that are far more engaging than staring at a screen. The plan involves hiring people to follow a client during travel to capture footage of their trip, or gathering footage that already exists, that can be woven together to

build a virtual experience coupled with physical stimulation delivered by haptic

"One client is interested in revisiting a place as they experienced it when they were

you're using footage of the place and turning it into an experience to live at home."

The cost of creating these virtual experiences starts around \$400,000. Brown said

young," Brown said. "So there it's a whole augmented reality experience where

"I envisage a time when our website will have two ways in," he said. "One will be virtual experiences and one will be physical experiences."

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he believes these kinds of virtual experiences will continue to appeal to wealthy clients well after the pandemic. More travel news Safety: Traveling with kids | Vaccine tourism | Mask rules | Travel warnings |

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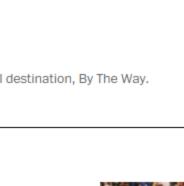
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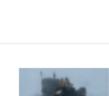
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