

BROWN  HUDSON

ITINERARY REVIEW SERVICE

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Exquisitely crafted, richer travel stories



YOUR BESPOKE REPORT

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YOUR EXECUTIVE SUMMARY

YOUR DRAFT ITINERARY TICKS THE CONVENTIONAL BOXES BUT COULD WORK HARDER

Using the itinerary you uploaded and your answers to our questions as a foundation, we have considered your requirements and preferences.

Your itinerary includes the kind of activities one would expect with a winter trip to Finland: Time with huskies, snowmobiles, ice fishing, cultural tours, and meeting Father Christmas. [REDACTED] is a great choice with much to do in the region surrounding Rovaniemi, but your accommodation in Sirkka/Levi could be better suited to your need for quiet family time.

We believe that your current itinerary could work harder to fulfil your ambitions for this trip.

There is no overarching story connecting the different activities building up to visiting Santa's Grotto. To improve the impact of your trip, the overall choreography and experience design could be improved. Your trip ticks all the boxes but could, with a little more thought and effort, be turned into something really special.

Moreover, there is significant repetition, which prevents the trip from being the best it can be.

Your report highlights important considerations and provides suggestions for additional or alternative experiences. You'll also see that we've suggested how the days could be threaded together by an overarching story to improve engagement and memorability for your family.

In addition, with some simple and playful ideas, we believe that you could get huge benefits by starting your Christmas journey before you leave for Finland and continuing it after you return home.

OBSERVATIONS

Although you expressed a desire to avoid obvious 'Finland 101' programming, many of the activities listed are archetypal of a first trip to Lapland. While there is nothing wrong with this, perhaps there are more imaginative ways to approach them. It might be worth asking yourself what you'd like to get out of your trip and then reviewing how you spend your time.

Your days seem sporadically busy, with some far emptier than others without any obvious logic. Have you considered your desired activity level? And if you want to keep things flexible, have you put the logistics in place to allow this?

There don't seem to be any timings on the itinerary – not even rough estimates. This may pose issues for each day's transitions and planning. In our experience, it is usually better to have a schedule and deviate from it than to have no plan at all.

Every breakfast and dinner is being prepared in your property – have your family's specific dining requirements been taken into consideration by the lodge? Whilst every meal is included, we have suggested some great restaurants nearby so that you can step out of the lodge bubble and mix with residents of Rovaniemi.

Will one room be spacious enough for your three children?

In the second part of your trip, you are staying in a good hotel in downtown Sirkka/Levi. This ski town can be quite animated during the season, and you'd mentioned wanting some quiet family time. There are some great takeover properties that would better satisfy your wishes. Have these been considered?

Whether in Rovaniemi or Sirkka, to allow you some quiet time, would you appreciate the services of a nanny, nanny, or elves?

THINKING BEHIND

The art of crafting an extraordinary journey doesn't lie only in the destinations and experiences selected. It's also in the meticulous thought process behind each choice, from accommodation and activities to the people involved and timings. This is where a 'Thinking Behind' becomes invaluable. It serves as a narrative that reveals the rationale, considerations, and deep understanding that guided your planning of your unique journey.

For instance, when referring to a hotel, your 'Thinking Behind' might read, "I chose this hotel because its architecture and design reflect both our tastes and the region's cultural heritage". This approach does more than justify a choice; it demonstrates a commitment to creating meaningful experiences.

This methodology also serves as a tool for reflection and learning. It helps you identify patterns in your decision-making, revealing preferences and biases that might otherwise go unnoticed. This introspection ensures that each journey you craft is not only a reflection of your preferences but also an evolution of your expertise.

Additionally, this practice enhances the experience for other members of your party. Sharing your logic gives them a glimpse into your hard work and the intricate process of crafting the journey. It instills confidence and trust, as they appreciate the depth of research and consideration put into making the experience exceptional.

Furthermore, the 'Thinking Behind' passage is a powerful storytelling tool. It allows you to convey the narrative of your journey before it even begins. This narrative can transform a simple date- and time-filled itinerary into an engaging story, enhancing the anticipation phase of the travel experience. It builds excitement and engagement, turning the journey into a much-awaited event.

In essence, the 'Thinking Behind' is more than just a description. It's a manifesto of purposeful travel design. It embodies the philosophy that luxury travel is not just about where you go or what you do, but about the meaningful experiences and memories you create along the way.



ASK BETTER QUESTIONS

When preparing for your trip, it's common to ask simple questions like 'where', 'when' and 'who'. However, the magic of a truly exceptional journey lies in asking yourself more insightful questions. While this service involves some initial questions, our collaborative process with clients typically delves much deeper and explores nuanced preferences, unique interests, and travel aspirations.

We developed a unique client interview process with Jaime Kurtz, a professor of psychology at James Madison University in Virginia. The answers to these penetrating questions allowed us, for example, to facilitate a meeting with the late Desmond Tutu, a dinner with the President of Iceland, and a bike ride with Olympian and Yellow Jersey rider Sir Chris Froome.

QUESTIONS TO CONSIDER:

- What were your most memorable trips as a family or from your childhood? What made them so?
- What is something you've always wanted to do but never had the time for?
- What would leaving your comfort zone on this trip look like?
- What would get in the way of this being the best trip you've ever had?
- What would 'connection' mean to you on this trip?

- What kind of relationship do you want to have with this destination when the trip is over?
- Six months from now, what sort of impact will this trip have had on your life?
- Consider your interests and inner passions. Knowing what really drives you and understanding what you most enjoy doing allows you to focus on those things when planning your trip.
- How do you want to spend your time?
- What sort of pace do you want your days and trip to have?



WHAT'S YOUR STORY?

There doesn't appear to be an overarching story for the trip, and the organization seems sporadic, with ideas not following an obvious order. We recommend adding a narrative – introducing a storyline that unfolds – which can make the journey more interesting and memorable.

For example, what child wouldn't remember the time they saved Christmas? Indeed, by infusing a simple trip to Lapland with creativity and narrative depth, we have the opportunity to transform conventional tourism into a memorable family adventure.

This section outlines a potential narrative arc that could help with providing the days with purpose and objectives.

THE MALKOVICH FAMILY SAVES CHRISTMAS - TWICE!

Father Christmas is desperately searching for his lost reindeer, and he has sent his elves to look for them. However, the elves are unsuccessful. They come to the children to ask if they have seen the reindeer and whether they would help with the search. The children find the missing reindeer, and the elves return to Lapland with their mission complete.

Father Christmas is elated that his reindeer have been returned safely. He sends a card or calls, inviting the children to his home so he can thank them personally. He also asks them to send him a Christmas letter so he can give them a present.

On the first full day, the protagonists set off to verify that the reindeer have indeed been returned. We suggest traveling to Ranua National Park, where the rich biodiversity of Finland can be experienced and wild reindeer can be seen.

Father Christmas sends a card showing his gratitude and promises lots of exciting activities in return. He is very busy at this point but assures them that he will be able to meet them in person over the next few days. The next two days are a celebratory tour of Santa's home, Rovaniemi: tobogganing, karting, ice-floating, ice-fishing, and making souvenirs.

Until on the penultimate day, Father Christmas sends them a card requesting the children's assistance again. A sack of letters has gone missing in the forest. Christmas for thousands of children is at peril, and the children must put on their snowshoes to search for the missing letters.

After the children find the letters, elves come to collect the sack. An impromptu snowball fight breaks out in celebration.

The elves give a request from Santa to see them that afternoon to give his thanks in person. After lunch, he sends a special reindeer-led sleigh to take the family to his grotto. Father Christmas speaks with the children, thanks them for their work, and gives them an early present from their letter.

The children return home, and on Christmas Day, they find that the rest of their presents have been delivered! Santa also leaves a special note thanking them for saving Christmas.



PILLARS

Guidebooks and travel agents tell you what to do but rarely tell you why you should, or how doing that thing will enlighten, change, or benefit you. So we've simplified our approach to how you could 'get' a place. We tell you 10 to 15 higher-level ideas, concepts, or geopolitical issues of a place.

Before, during, and after your trip, these form a simple framework through which you can appreciate and better understand your destination. Then for each pillar, we suggest activities. This way, whatever you're doing, you'll see how it fits into that place's bigger picture.

As an example, here are just four of Finland's pillars with some related activities:

1. The Taste of Nordic Cuisine

Based on fish, game, forest mushrooms, and wild berries—pure foods with strong flavors—it is influenced by the four different seasons, each with its own culinary specialties.

- Visit a family-owned meat smokery Lohiapaja in Rovaniemi to get more insights into the family's traditions, as well as their stories and taste their delicious products
- Forage with a family
- Have a hands-on cooking class with a chef

2. The Importance of National Identity

National identity is vital for the Finnish people due to their unique historical context. Since the country achieved independence only recently, in 1917, fostering a strong sense of unity and pride is important to most people. It's also a response to external pressures, particularly from neighbouring powers, to preserve their distinct language, culture, and societal values. This identity strengthens community bonds and reinforces Finland's sovereignty and distinctive place in the world.

- Spend time with a Sámi reindeer herder in Finnish Lapland to learn more about their traditions and culture. Along with other everyday chores, you'll herd reindeer to gain hands-on experience. Let the evening come to an end with a home-cooked dinner, while listening to the Sámi yoik
- Meet a professor of the University of Lapland's Arctic Centre which conducts internationally recognized and multidisciplinary research of the Arctic
- Meet Tuomas Aslak Juuso, the chairman of the Sámi Parliament of Finland and talk about the current situation of Sámi people, their rights, challenges, and goals

3. Sweating Therapy

Finland is the birthplace of the sauna, and the country's culture is heavily influenced by it. According to current estimates, Finland has 2 to 3 million saunas, or one per home. The sauna is an integral part of Finnish culture and is used for both socializing and relaxation. In both the summer and the winter, a cold plunge in the lake is frequently part of the experience.

- Enjoy the heat in the unique Sauna Gondola in Ylläs, Lapland. This unforgettable experience will let you enjoy the heat of an authentic Finnish Sauna while riding the gondola lift amidst stunning scenery.

4. Fox fires Across the Arctic sky

The word "Revontulet" is Finnish for 'Fox Fires' and is used to describe the aurora borealis. The name is derived from a legend about a beast with a magical fox's tail that swept snow into the sky, causing the lights to appear. Observing the northern lights, which are created by sun storms, is a life-changing event and a gift from the universe.

- Fly in a private jet above the clouds and gaze in awe as the aurora borealis dances across the night sky
- See the northern lights while unwinding in your own remote hot tub and sauna
- Witness the northern lights while floating in ice-cold water in flotation suits. Peace, tranquillity, and the gentle softness of the lake are all around you as the northern lights sweep across the sky.



AAA - THE SCIENCE OF ANTICIPATING

Most people think their trip starts when they get to the airport. But you could think bigger. You could think of every trip you take in terms of all the things that could happen before your journey, during your time in-country, and after you get home.

Before your trip, in the Anticipating phase, you're generating oodles of free happiness. You're building excitement and engagement. Then in-country, you're Absorbing everything you're discovering, and when you get home, you're Anchoring all those memories, resolutions, and transformations.

The three things to help you better anticipate your next journey:

- ✦ Anticipate why you're traveling at all
- ✦ With an open mind, consider what you want to learn, see, do, and physically experience
- ✦ Consider the role of any travel you undertake and what you want to integrate from each
- ✦ Read books or watch films or take courses set in the place you're traveling to
- ✦ Spend time yourself with the culture of the place you're traveling to
- ✦ Read recent local news articles to know the pulse of the day
- ✦ Learn about some of the people and culture that you see further regions than there
- ✦ There is a restaurant serving the cuisine of the country you're traveling to

- ✦ Learn new skills that will be useful for your trip, such as a few words of the language, and teach your youngsters to make the trip/garden more enjoyable
- ✦ **Create a maintenance schedule and stick to it each day to lighten the work of an upcoming off-season**
- ✦ Share your experiences with others. Their input and questions may help your planning and certainly help build your network!
- ✦ Consider joining online forums and groups related to your trip or destination, and share plans and knowledge you share with the interested individuals
- ✦ Create an online map to help readers with your future adventures

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YOUR ITINERARY
in Finland

YOUR ITINERARY

As mentioned, many of the proposed engagements are typical of any holiday in Lapland. This is not to say that they are poor choices – but we suggest they could be organised in a more deliberate fashion.

This section proposes a reorganization of your itinerary, along with some alternative and additional activities. We suggest giving each day a theme and individual objectives, lessons, and stories, which tie into the overarching trip narrative.

DAY BY DAY OVERVIEW

The proposed themes for your 10-day trip are:

DAY 1: Arrival: Travel from the Rovaniemi airport to **Utsjoki**

DAY 2: Wildlife: Ranua National Park

DAY 3: Ice-Sport

DAY 4: Culture & Tradition

DAY 5: **Ice-Sport**
 DAY 6: **Wildlife**
 DAY 7: **Culture & Tradition**
 DAY 8: **Ice-Sport**

DAY BY DAY

DAY 1

Arriving in Rovaniemi. The journey ought to be equally a part of holidaying, enjoyable, and stimulating—traveling from the Rovaniemi airport to **Utsjoki** Lodge should be as engaging and exciting as possible.

Snowmobile and **helicopter flights** from the airport to your accommodation can be easily arranged, taking those and others in parallel. However, these activities are also proposed later in the trip as events in and of themselves. However, it may be preferable to travel to a more remote location where the flight may be more after dark.

Helicopter-flights are possible **from both Rovaniemi and Utsjoki airports**, the latter taking those who would provide a wonderful opportunity to see Lapland, and potentially the Northern Lights, from the sky.

DAY 2

Wildlife. Starting your day with a day of nature, outdoors, and a guided nature walk will allow the children to really feel the wilderness of Lapland.

We suggest beginning your day in Rovaniemi, Lapland, with a guided nature walk. The first part of the journey could be completed by a guided walk. Lunch could be in a Lappish hut, and then you'd head out to observe more than 200 animal species, including reindeer, elk, Arctic fox, lynx, and wolverines in the wilderness. Further activities are offered, such as photography lessons.

Nature is beautiful in the late afternoon. Before dinner, you could experience ice-floating under the northern lights to finish off your nature-oriented day. Either head out for dinner in the evening or stay home for a feast cooked by your private chef.

DAY 3

Ice Sports. When the weather is right, this could be a great time to engage in some high-adrenaline activities. This is also a great time for the children to experience.

Begin the day with breakfast and a comfortable afternoon before heading to a guided tour.

Then, go ice-karting on a carved-out track – for children under 140 cm, a special junior circuit and special snowmobiles/quad bikes can be arranged. The track can also be reserved for your family's very own challenge races.

For the late afternoon, we suggest discovering the exhilaration of sledding on specially designed tracks near the lodge. Alternatively, Arctic golf is available at Rovaniemi golf course.

DAY 4

Culture and Tradition. Today it's time to experience the majesty of Lapland in preparation for meeting Father Christmas. This is also an opportunity to learn about Finnish culture and history.

We suggest beginning the day, after breakfast, trying the skill of ice fishing. Learn how to drill the ice and catch fresh Arctic fish in frozen lakes. The catch could be prepared and served at a Lappish restaurant, trying your hand at traditional crafts with local artisans.

In the late afternoon, we suggest going to the Arktikum Science Museum or going aurora hunting. Alternatively, Korundi House of Culture, the modern art museum of Rovaniemi, could be of interest to some of your party.

DAY 5

After breakfast, Santa will write letters requesting the children's assistance. The first letter will tell all of them to be "super-silent-as-thunder" (they'll have to be). Santa then puts on snowshoes to search for the missing letters, which the children discover. Elves come to collect the letters, whereupon an impromptu (child-friendly) snowball fight breaks out in celebration. The elves give the children a letter from Santa requesting that they visit him soon.

DAY 6

Later morning, you'll head to the Sami reindeer sanctuary and meet a reindeer herder in a reindeer park. They'll take you along the way to a reindeer sanctuary, where you can learn more about these wonderful creatures so important to the Sami people (and their reindeer).

You mentioned that family time is important to you, so we have chosen the perfect house deep in an elf-filled forest just outside the village of Äkäslompolo. Each day we will give you suggestions of things to do together at home, nearby, or further afield. And of course, your team of elves is ready to help you with anything you need to know. (Elves are everywhere and everywhere later in the day (Yes, they have pointy ears and speak elfish.)

DAY 7

Today we suggest a change of pace and some time of house decorating. A new tradition, the hanging kind (the hanging kind) originated in Finland as Christmas ornaments. The trend of making them has now spread across the globe, and this morning is your chance to make your own at the source. Whether big or small, you'll all be amazed at the results by your talented elves.

DAY 8

To the mountains. The nearest town is Levi, which is located at the foot of Finland's second highest mountain, Lapin Kallio. Rent snowboards and an instructor or two and have fun on the mountain in the morning. Lunch can be on Levi, in Sirkka, or just a short drive away back at home, where your chef can rustle something up at a moment's notice.

After lunch, some of you might want to go to Ylläsjärvi and participate in an art workshop at the Ylläs Art Gallery. There you and your children can engage in creating traditional Lappish handicrafts or explore modern Finnish art techniques under the guidance of artists.

End your day with family-friendly sauna time at the hotel. The sauna is going to be the best part of your trip, as it's the best way to relax and enjoy the healthy Finnish tradition.

DAY 9

Meeting Father Christmas. One great thing about the home we chose for you is that it is not far from Jämsä, and even closer to Finland's largest ski area, Ylläs. Today you can ski, snowboard, or sled on a new mountain.

In the afternoon, embark on a snowshoeing adventure on beautiful trails suitable for families in the Pallas-Yllästunturi National Park. Enjoy the pristine snow-covered landscapes and the tranquillity of nature as you head in search of Santa. Time is running out to reach him, but really could very well be the day you really cross.

DAY 10

Return. Today is the day you must return home. Your flight will depart from Helsinki airport. To make the journey a little bit more exciting, you can get there by husky sled or snowmobile.

TRANSPORT

Consider writing and recording the story of your travel, taking your time. You'll have a chance to share all these different diverse perspectives, whether it's from trains, buses, bikes, or subways, or by jets, snowmobiles, husky sleds, reindeer sleighs, or helicopters.

Plan for a smooth journey, not just focussing on comfort and efficiency but also making it a memorable experience. Think about packing snacks and having an engaging guide on board early, making the journey richer with shared insights along the way.

QUESTIONS TO CONSIDER:

DEPARTURE FROM HOME

- If flying, what can you do to make your airport experience more stress-free, and how can you make the journey to the airport more enjoyable?
- What can you do at the airport make this trip extra special?

ARRIVAL IN FINLAND

- Are you offered VIP immigration and customs fast track from the jetway?
- Are you offered luggage porters? Or will you have to carry your luggage and have people bring your luggage later on?

TO YOUR LODGE

- How much detail do you have? When, where, and who is meeting you?
- How far is the closest place to the lodge?

✂ What special services?

- Are particular beverages or food offered for your journey?
- Would you consider a helicopter transfer to save time?
- How long is the **expected duration** and time?

EVERYDAY TRANSPORT

- How can **every** drive be turned into a memorable event?
- **Will** your driver be the same person throughout?
- Does the driver speak English? If no, will you have a guide with you at all times?

✂ Could you have a personalized service for clients and events in general?

✂ Are there any services included in your standard? How flexible are your routes to make you adapt to other things up and down along the way?



ACCOMMODATION

When considering properties, you might come across less-marketed properties that still offer indulgence. Some feel like a thousand miles away, offering the experience of a lifetime. The location is perfect, the views are stunning, and the facilities are top-notch. This is a great opportunity to invest in a property that will provide a unique experience for you and your family.

Look for the high quality of modern Nordic luxury lodges and has great facilities.

When considering properties, you might come across less-marketed properties that still offer indulgence. Some feel like a thousand miles away, offering the experience of a lifetime. The location is perfect, the views are stunning, and the facilities are top-notch. This is a great opportunity to invest in a property that will provide a unique experience for you and your family. You can redirect your investment towards out-of-the-ordinary experiences without compromising on your comfort.

QUESTIONS TO CONSIDER:

- Will the budget between two adults and three children be sufficient?
- Many of the proposed activities are included in the Villa. Who will be managing these? Your agent, or a third-party?
- Will you need to hire a car for the duration of your stay, or get taxis through the local company?
- Do you have access to any upgrades, free benefits and services negotiated on your behalf by an agent?

- Will the ~~Hotel/Service~~ send your luggage sent to your room immediately or in advance of your arrival if your luggage is travelling ~~separately~~ separately?
- Have you been ~~advised on luggage policies~~ advised on luggage policies?



FLOOR PLANS

When considering hotels and rooming options, it can be helpful to ask the hotel or your travel advisor to provide floorplans of the room or suite they are suggesting. Knowing what your room will be like can help you with decision-making and gives you something to visualise and look forward to.

This may seem like a small thing, but it's a great way to get a better idea of what the room will be like. If you're not sure, you can always ask the hotel for a floor plan. They might oblige. If they resist further by claiming not to have floor plans, mention that these are posted on the back of most hotel room doors indicating the exit route in case of a fire.



DINING

Exploring Rovaniemi is a new place, and it's a great way to experience the city. Dining out is a fantastic way to wrap up your day, whether you're with family, with friends, or on your own. It's not just about good food; it's about connecting with a local culture. We also welcome to offer and generally for a dining experience. There are several Rovaniemi restaurants we would recommend. Dining out some of the nights may also be a great way to experience the city – however, given that the costs of the private chef are not broken down, we cannot be exact.

- **Restaurant** – A fantastic dining experience with fresh local ingredients in an elegant atmosphere.
- **Restaurant** – A locally owned restaurant in Rovaniemi. They also offer a private glass 'igloo' for a dining experience in the snow.
- **Restaurant** – Popular restaurant with expansive windows that offer excellent views of the snowy scenery. It is a 15-minute drive from the city centre, just outside of the Rovaniemi city centre.
- **Restaurant** – A unique dining experience, serving food within a large igloo. Ice is the theme – ice sculptures, ice cups for drinks, and an ice slide. It is within walking distance of the city centre.

ACTIVITIES AND EXPERIENCES

People tend to over-schedule when they're planning their travel and then, when it comes to actually doing the things they've scheduled, they don't have time. This doesn't mean you should schedule fewer activities. It means you should plan for optimal activity and energy levels and also take time to process things and allow them to sink in.

Something else we noted previously is **that guidelines will need to compete with you who is the best ready to take what you're doing that thing** might change you.

In the realm of travel, the distinction between activities and experiences lies in the depth of impact. **While activities involve doing things, experiences represent more action. The goal is to create meaningful travel experiences where there is deep engagement, there is cultural immersion, there are moments, you transcend the routine. It doesn't mean that you're doing stuff, it doesn't mean anything that there is profound and lasting impact on your journey.**

QUESTIONS TO CONSIDER:

- ✦ How many days/weeks/months do you have? How many travelers? How much budget? How many suggestions for your trip?
- ✦ How original and relevant are the experiences - for your whole party?
- ✦ Are everyone's needs being met?
- ✦ What time will you be out and about?
- ✦ How long is each experience? Can you do this when the trip is better?
- ✦ Is there anything missing based on your interests?
- ✦ Can there be a philanthropic element to it? Should you consider helping in a village you are interested in, the education, equality or health?
- ✦ Is there room for spontaneous exploration and education in your itinerary?
- ✦ Are there specific moments you wish to capture in photos or video?



GUIDES, EXPERTS, SPECIAL EXPERTS

Guides and experts bring your journey to life. The experts choose individual things to share and expand, creating a contextualized world that perfectly fits what you're seeking from your trip.

The guides that others will applaud, you might want to learn more about the northern lights. Therefore, you might appreciate a specialist knowledge guide in the sciences. They are aware of your destination and you could be sure to find the best location for the best experience.

kyla Geophysical Observatory, for instance. Dr. Turunen could explain that the northern lights are caused by electrically charged particles from the sun colliding with the earth's atmosphere. Thanks to his expertise, your conversation might meander into traditional Sami beliefs about the auroras.



ELEVATING YOUR TRIP

As you plan your trip, consider the unique experiences that are likely to stay with you long after your journey concludes. From engaging encounters with people, places, and things to the most beautiful views of the world, we have the tools and resources to help you plan the perfect trip. **Brown + Hudson** to inspire your party and expand your horizons.



HEALTH, SPA, WELLNESS

Whether you're looking for a relaxing getaway or a more active vacation, Finland has it all. From the serene beauty of the Finnish lakes to the vibrant energy of the Finnish cities, there's something for everyone. Discover the best of Finland's health and wellness offerings, from the most luxurious spas to the most authentic Finnish experiences.

There's no doubt that Finland is a country that has been a source of physical and mental well-being for centuries. Whether you're looking for a relaxing getaway or a more active vacation, Finland has it all. Discover the best of Finland's health and wellness offerings, from the most luxurious spas to the most authentic Finnish experiences.

Some ideas for you:

- **Sauna boat lake cruise:** Step into a unique experience aboard a floating sauna surrounded by breathtaking lake views. This enchanting blend of nature, tradition, and relaxation contributes to a transformative journey that leaves you with a deep appreciation for the beauty and traditions of Finland.
- **Spa and Wellness:** Discover the healing power of nature through hiking and yoga. Finland's natural beauty is a source of inspiration. The most authentic Finnish experiences are often found in the most remote locations. Discover the best of Finland's health and wellness offerings, from the most luxurious spas to the most authentic Finnish experiences.

CHILDCARE

As you embark on the adventure of family travel, the well-being of your little ones is key. When checking your itinerary, think about ways to ensure their comfort and fun with activities that match their age and spark their curiosity. Equally important is taking time for yourself. Balancing exploration with moments of rest ensures not just their happiness but a journey that nurtures the well-being of the whole family.

Discover the best of Finland's health and wellness offerings, from the most luxurious spas to the most authentic Finnish experiences. Discover the best of Finland's health and wellness offerings, from the most luxurious spas to the most authentic Finnish experiences.

- Will the number of children be around?
- Consider budget is available to provide different facilities. Must adhere to meeting guidelines (e.g. no alcohol, no smoking)
- Should you be able to contact with a meeting meeting or all?
- Are all the budget facilities still healthy?

MEET-GENERATIONAL TRAVEL

Multi-generational and require thoughtful coordination of diverse needs and preferences. It's like a delicate dance, requiring space for personal pursuits while creating shared moments that strengthen family bonds. The ideal multi-generational experience often is a carefully curated tapestry of your family's story.

Personalized Itineraries for Different Age Groups

Design parallel itineraries for different generations to explore local interests. For example, while the younger members engage in an outdoor adventure, adults enjoy a guided photography workshop. The older generation might prefer a guided cultural tour or a relaxing museum visit.

Accommodation That Suits Everyone

Choose accommodations that offer privacy and comfort for all. Suites or villas with interconnected rooms provide a perfect balance. Ensure that amenities cater to all ages, from play areas for children to按摩房 for adults.

Safety and Accessibility

Ensure that all activities are safe and accessible for all family members, considering mobility limitations or health concerns.

Cultural Experiences for All Tastes

Organize meeting spaces or dining experiences that highlight regional cuisine, allowing family members to part in the preparation of meals. This can be a fun and interactive way to engage everyone and cater to various dietary preferences and restrictions.

Educational and Fun Activities

Incorporate educational elements that are fun. The interactive museum tour is an excellent way to engage everyone and cater to various dietary preferences and restrictions.

Relaxation and Wellness:

Provide a level of **flexibility in the itinerary** to accommodate spontaneous desires or needs that arise, and ensure support is always on hand for any **emergency circumstances**.

Flexibility and Support:

Provide a level of **flexibility in the itinerary** to accommodate spontaneous desires or needs that arise, and ensure support is always on hand for any **emergency circumstances**.

RISK

It's essential to recognize and evaluate potential risks from natural events or human factors, but this is not always a straightforward task. It may not be the most glamorous part of the planning process, addressing potential challenges upfront can avoid major headaches later. Identifying and managing risks improves your trip from a good one to a great one.

Remember, the goal is to ensure your trip is as safe as possible. It's preferable to discuss these points now than the other possibility.

QUESTIONS TO CONSIDER:

- Chloe Willoughby is your destination specialist, but have you been put in touch with your agent's Finnish partner company? Who is your point of contact in an emergency? Are they reachable 24/7?
- **Has your agent used that property before? Have they completed an inspection and risk assessment?**
- **The trip price does not include travel insurance. Do you possess Europe-wide adventure travel insurance for the family?**
- **Have you ensured that your adventure travel insurance includes all the activities on your itinerary?**
- **What are the biggest specific health and emergency problems?**
- **How long is the round trip? How long for a return to shore up for something like a storm?**
- What is your travel company's policy on cancellation in the event of unsafe weather or an illness?
- How flexible are the arrangements to accommodate unforeseen weather?
- **What safety measures are in place if the accommodation isn't working for some?**

- Are there ~~emergency services, and~~ how easily can they be accessed?
- Is there a reliable ~~point of contact~~ or local support throughout the journey?
- Are there any specific regulations or guidelines travellers should be aware of in the destination?

This is a generic example of what a basic safety advice document might cover:

KEY SAFETY ADVICE

Non-Specific Destination XXX For Illustrative Purposes Only

WHY?

Risk is present in all areas of life. In the travel realm a considered approach to experience design means that these risks should not negatively affect you. Your safety has been our priority throughout the planning of your experience, however there remain some potential circumstances that are beyond our control.

We have made suggestions, specific to your trip, on how to manage and neutralise these hazards. Please familiarise yourself with the following information and advice at your discretion and convenience.

US State Department Advice – Level 2: Exercise Increased Caution

YOUR BESPOKE SAFETY ADVICE

Area visited	Activity taking place	Potential issue	Suggested control measures
All land-based journeys	Road travel	Road accident/ security	<ul style="list-style-type: none">On journeys planned by Brown + Hudson, you will always be accompanied by an experienced and skilled driver, in the highest available standard of vehicle.If using local transport independently, check the overall state of repair of the vehicle before starting the journey.Check that the driver of the vehicle is sober and alert, drives sensibly and not for more than four hours at a time.
All	All	Terrorism	<ul style="list-style-type: none">Be vigilant at all times
All - particularly urban areas	Protests	Political demonstration	<ul style="list-style-type: none">Avoid demonstrations and any large scale gatherings if at all possible and follow the advice of the local authorities.Never attempt to cross road blocks.
All flights	Flying	Safety	<ul style="list-style-type: none">Ensure seatbelts and/or safety harnesses are used at all times when in the aircraftFollow the guidance of the pilot and crew at all times.

KEY SAFETY ADVICE

See specific instructions on the Equipment Package (EP)

Model	Accessories	Features	Key Safety Advice
Model A	Accessory 1	Feature 1	<ul style="list-style-type: none">• Always use the correct tool for the job.• Do not use the equipment if you are tired or under the influence of alcohol or drugs.• Read the instructions carefully before using the equipment.• Do not use the equipment in wet or slippery conditions.• Do not use the equipment near overhead power lines.
Model B	Accessory 2	Feature 2	<ul style="list-style-type: none">• Always use the correct tool for the job.• Do not use the equipment if you are tired or under the influence of alcohol or drugs.• Read the instructions carefully before using the equipment.• Do not use the equipment in wet or slippery conditions.• Do not use the equipment near overhead power lines.
Model C	Accessory 3	Feature 3	<ul style="list-style-type: none">• Always use the correct tool for the job.• Do not use the equipment if you are tired or under the influence of alcohol or drugs.• Read the instructions carefully before using the equipment.• Do not use the equipment in wet or slippery conditions.• Do not use the equipment near overhead power lines.
Model D	Accessory 4	Feature 4	<ul style="list-style-type: none">• Always use the correct tool for the job.• Do not use the equipment if you are tired or under the influence of alcohol or drugs.• Read the instructions carefully before using the equipment.• Do not use the equipment in wet or slippery conditions.• Do not use the equipment near overhead power lines.



AAA – THE SCIENCE OF ANCHORING

When you get home, your surroundings will help in helping you better remember, change, and discover from your trip. Anchoring is the process of making those travel experiences a permanent part of your life story. It's about keeping the richness of your experiences alive in your memory, supporting the lasting impact that travel has on you.

Try these things to anchor your journey:

- ✦ Create a photo album or a collage of your trip.
- ✦ Use songs, your thoughts, feelings, and experiences after the trip. It's good to have a tangible reminder of the moments that you had. The memory is a trigger that will keep your experiences alive in the long term.
- ✦ Display photos or souvenirs from your travels in your home or office. Physical reminders can trigger vivid memories and conversations about your journey, multiplying the benefits of the trip.
- ✦ Revisit a location you visited after traveling to trigger vivid memories.
- If you made connections with residents or fellow travellers, stay in touch and share your past trip experiences with them.
- Try to recreate a dish you enjoyed on your trip or eat at a restaurant evoking the same setting. The flavours will bring back sensory memories and can allow you to share the experience with others.
- Watch a movie or TV show that's set in the country you travelled to and be transported back there.

BE DELIBERATE

With years of research in travel psychology, it's possible to elevate your travel to new heights. Rather than simply booking a disconnected series of activities, we create an experience that pushes your and your family's boundaries and brings you closer to your goals for the trip. *Travel to heights* From my academic background, we craft unique experiences supported by science.

Our style mixes luxury with a deep understanding of what enhances human experiences, giving clients a new and *inspiring sense of what travel can be. We provide experiences of beauty,* meaning, and impact. Our work is inspired by scientists at Harvard, Stanford, Cornell, Cambridge, and the LSE.

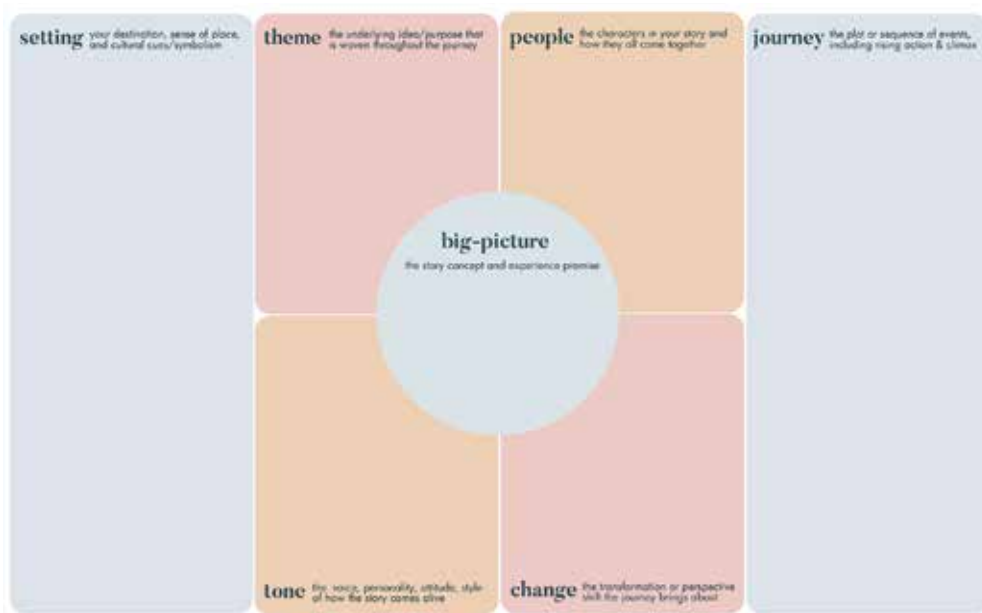
The work of psychologist Dr. Mihaly Csikszentmihalyi informs our approach to choreography and flow. Dr. Sonja Lyubomirsky at the University of California has provided insight into happiness, and we draw on the work of Dr. Yoshifumi Miyazaki and Dr. Herbert Benson, who have conducted groundbreaking research on mindfulness and relaxation.

Understanding nature is a key component of our craft, whether it be escapism or adrenaline. We use a blend of creative passion and research by the likes of Dr. Marvin Zuckerman to understand why we travel.

Over the years, we've delved into academic research, integrating these valuable insights into the meticulous design and execution of every journey we curate. The framework below is a visual representation of the way we enhance travel for maximum impact.

By asking yourself the right questions, you should have a better picture of:

- ✦ How much rest the impact you want your trip to have
- ✦ The emotions you want to tap into
- ✦ The impact a new or different culture can have and what forms of play mean to you
- ✦ How various symbols and metaphors impact your emotions, thoughts, and goals
- ✦ The difference between meaningful, meaningful, and meaningful experiences
- ✦ How flow, learning, play, health, and mindfulness contribute to your well-being and happiness
- ✦ How you manage your journey and your plan for making every moment meaningful



HOW TO USE AN EXPERIENCE STORY FRAMEWORK

Before diving into the details of every moment of your journey, this framework gives you the building blocks of your great story. The framework flows as a system of aligned tools and assets. Every action or conversation starts here. This isn't a linear model, a right or successful formula, without mapping out the components of a compelling narrative.

Complete the framing the big picture in the middle section. When it's completed, you have the big picture of your journey and what your experience will deliver. This can be a great brainstorming guide when you planning or help you to stay on track.

The theme is the message behind the underlying idea. This is message of your trip - the deeper meaning.

The people are you, your party, and all the people you'll encounter along the way. This is all characters in your story.

The setting is your destination, location, or accommodation and all surroundings. Where you'll be has to do with story and history. The setting is what's engaging visitors.

The journey is change - what happens when the narrative takes your party through a unique journey that transports and transforms you.

The tone comes from your personality, the attitudes and style of your location, and the way you and your friends, family or colleagues communicate.

These are the building blocks that can shape and guide your story and journey.

An aerial photograph of a beach scene. The top half of the image shows deep turquoise ocean water with white foam from waves washing onto a wide, white sandy beach. Three groups of people are visible on the beach, each with a large beach umbrella. One group on the left has a teal umbrella, while the other two groups in the center and right have red umbrellas. The bottom of the image shows some sparse, dry vegetation along the edge of the sand.

BROWN & HUDSON

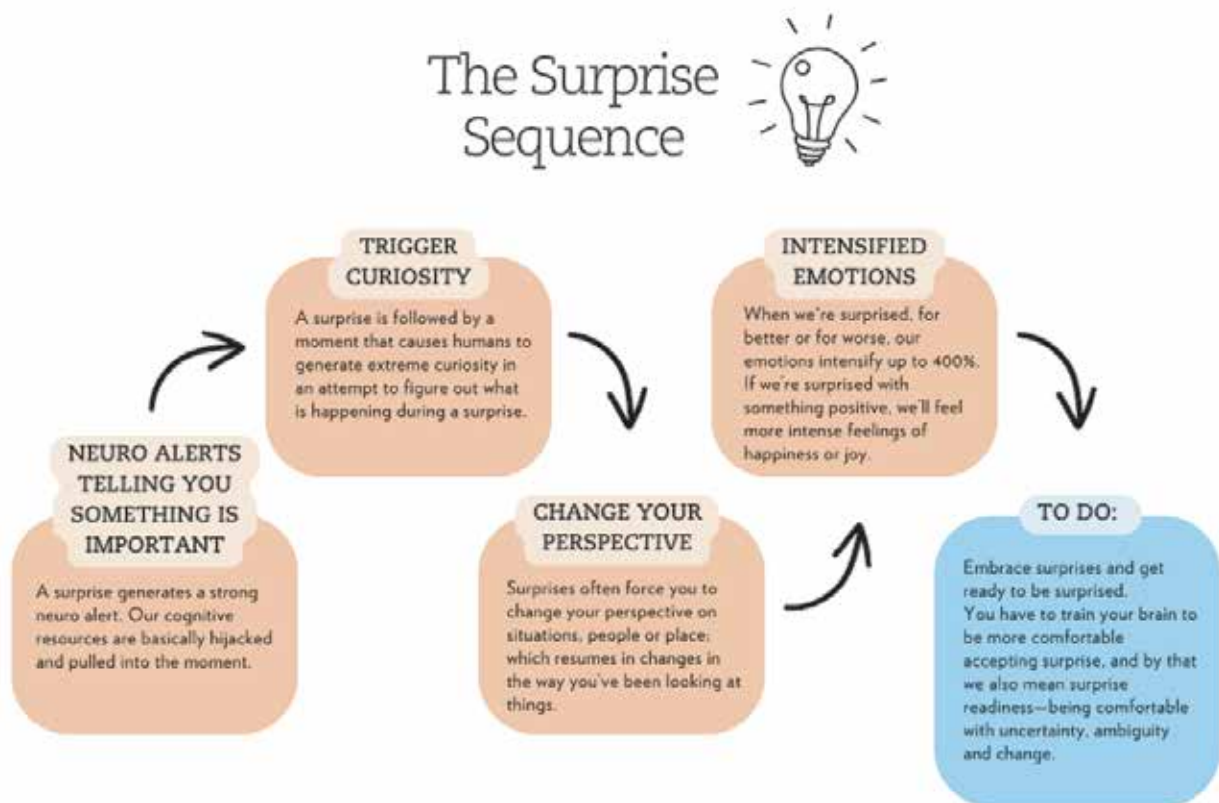
HOW TO PLAN YOUR TRAVEL
MORE EFFECTIVELY

USE SURPRISE

In crafting your journey, embrace the magic of surprise.

Building surprises into your travels adds a special kind of excitement, turning the ordinary into an adventure. It's not just about having fun, it's about creating memories that last.

By intentionally adding exciting, unexpected moments to the unexpected, making your connections to the present moment even stronger.



Getting the surprise into your hands is the getting a gift that you share with others. Whether you're on a solo trip or with family, the surprise brings people together. It starts conversations, fuels laughter, and creates a feeling of togetherness as you uncover the mystery of the trip.

The benefits of surprise lie not only in the thrill of the unknown but also in the profound impact it has on our cognitive and emotional well-being. It's a powerful stress reliever, a mood booster, and a way to create unparalleled significance, leaving a trail of meaningful experiences engraved in your memory.

HOW TO THINK ABOUT PLACE

As you plan your trip, imagine describing it as a story. You're creating a new world for you and your party. Place setting and world-building have been studied by storytellers for centuries.

Place is defined as location plus meaning.

Location simply describes where a place is on a map, whereas meaning is more complex. Each place has a different meaning to *different people and in different highly personal, experienced, and subjective*. A particular market square in Hanoi, a junction in Hanoi, or a café in Buenos Aires is likely to mean different things depending on what has happened to someone there. A sense of place refers to the meanings that are associated with a place.

Place can be applied to any scale: a particular room in a building or an entire region. That means shared feelings in people. This is particularly noticeable in cases of rapid political change (such as the coverage of a United Kingdom / or public event like the Olympic) where people experience shared feelings of belonging and attachment.

Place doesn't necessarily have to be a fixed location. It's more like a point that a group of people have shared may involve a sense of belonging to those people, or may encompass the entire temporary structure.

Place can become and subject to constant change in that cultural structure and meaning. Place can be related from outside influences and in a people that, and change you through to place they change.

Place setting is an essential component of your planning, story, and journey. Every detail should be deliberate, necessary detail of something to your ultimate goal.

The topic covered over this world, to what you want?

When you step into a new place, something amazing happens. Every single thing you see will trigger some sort of behaviour. The environment you're in is always speaking to you, guiding you to act in certain ways.

Similarly, every place is a product of its history – formal and personal – and is therefore likely to engender

feelings of attachment based on individual life events or shared historical events that are represented in its architecture and iconography. This may lead to a sense of belonging to a house where you grew up or a playground you went to as a child, or you may feel an attachment to a part of the world where your ancestors came from.

You see something and automatically have an immediate response.



Why is it so important to understand this?

Because if you make the places in your trip unique, with pleasurable cues, then it will lead to positive engagement.

If you're not making things that trigger cues, then you're essentially creating an auto pilot. The experience of place and engagement go hand in hand, is because placelessness or 'same sameness' often results in 'been there, done that' type of experiences. Make sure you focus in novelty and curiosity-provoking situations in your plans.

5 PRINCIPLES OF PERSONAL PLACEMAKING

1. The heart and soul of a place should be evident. Plan things that make the place's personality sing. No one wants to get off a train, plane, or airport like they never left home.
2. The place should be recognizable and your approach to it innovative. Innovative in the sense that it makes something better and contributes value. This ensures you don't get stuck doing things you did in your last trip. How you discover a place should reflect its history and its culture.
3. Collaboration is a must. Involve others who inspire you, or take inspiration from elsewhere – even social media. There is more power and imagination in a collective vision.
4. Be flexible. Opportunities, obstacles, support. If you have opportunities and flexibility, you'll come up with more options. This is the enemy of the jaded decision-maker. Improving your journey in creative impactful ways does not have to be time-consuming or costly.
5. Make it magical. Magic, surprise, or delight. Whatever you want to call it, there's a great deal to be said for it in today's fast, cynical world. People think they've seen it all, but they are just waiting for someone to prove them wrong. Can you offer them that? a world that is truly enchanting?



IMPROVE YOUR EXPERIENCE WITH CREATIVITY

Creativity isn't just a magical, it's a systematic way to allow your journey with the use of imagination. Think of it as a toolbox for your mind, a place where your ideas become reality for your imagination.

Allow your creative spirit to shape your destination into a unique experience. Whether it's a local delicacy, or simply wandering off the beaten path, let the creative side of your mind guide your journey.

Enhancing your travel experiences with creativity involves engaging your imagination, innovation, and an open-minded approach. It is about breaking away from the conventional, exploring new options, and being open to new experiences.

Unleash Creativity - an Unconventional Brainstorming Method

Step 1: Embrace the Unconventional

Begin by asking yourself, "If my destination were personally the Lady Gaga or Post Malone song, how would they approach it?" Imagine the boldness of Lady Gaga – would he seek out the most avant-garde art scene? Or would he embrace the grunge legacy – perhaps he'd prefer offbeat, gritty urban explorations or a retreat to a secluded cabin in the Pacific Northwest.

Step 4: Expand Your Inspiration Pool

Expand your pool of inspiration by looking at other people's ideas. Draw inspiration from a wide array of sources: - Historical figures, fictional characters, or even elements from your favorite film and books. Ask yourself, "How could I use this inspiring experience for good?" or "How could the inspiring spirit of others drive influence my choice of adventure?"

Step 5: Blend and Transform Ideas

Combine these insights to form unique ideas. Use Lady Gaga's creativity with *Chromatica* as an example to find a balance between grandeur and authenticity. Imagine a day that starts with a sunrise meditation and ends with an evening at a vibrant festival.

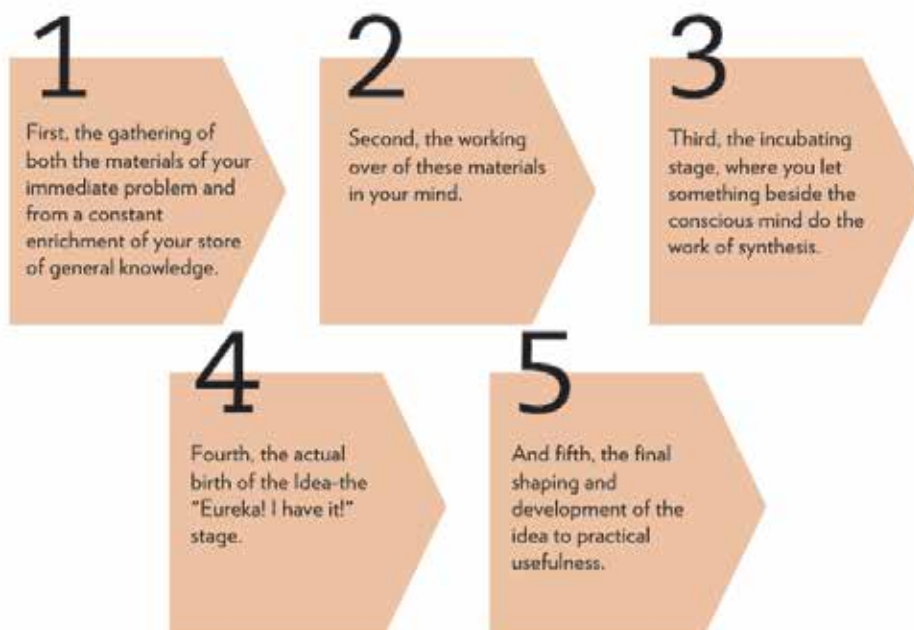
Step 5: Bring Ideas to Life

Once you've gathered creative ideas, start working them down. Consider particular, but also broader, efforts. Remember, the aim is to create an experience that resonates with your personality while pushing the boundaries of traditional travel.

As we approach the end of your creative process, remember that a creative idea is your most valuable asset. So, go ahead, play with your travel plans, and turn your adventure into a masterpiece of creativity and impact.

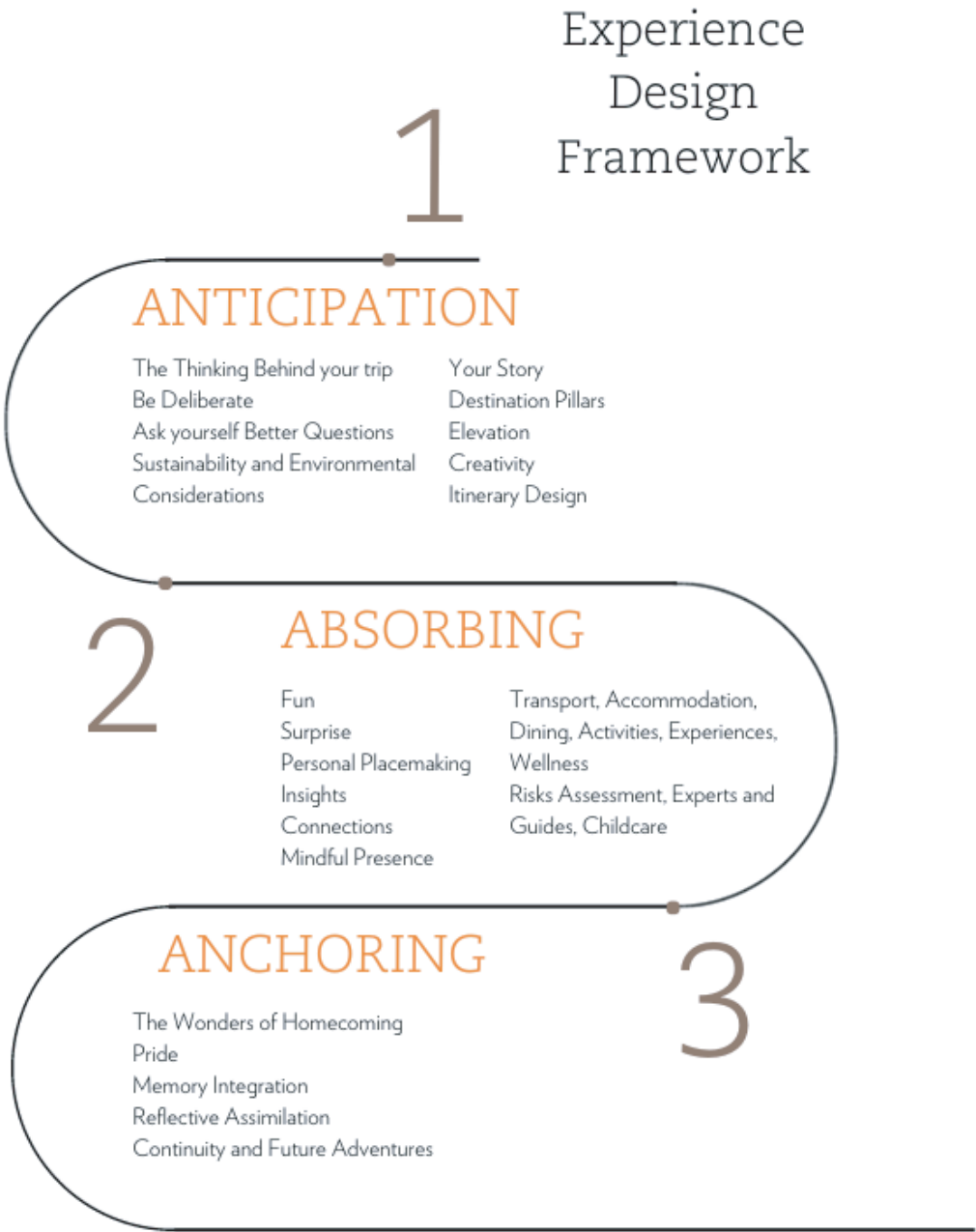
A Step-by-Step Technique for Sparking Breakthrough Creativity

The key element in travel success is the production of relevant and dramatic ideas.



TRY THIS EXPERIENCE DESIGN FRAMEWORK

This framework serves as a *template to help you design your journey from outline to execution by incorporating tools for thoughtful planning*, immersive engagement, and reflective celebration of your adventures.





SUSTAINABLE & REGENERATIVE TRAVEL FOR YOU

Our goal is to help you minimise your environmental footprint, contribute positively to local communities, and foster cultural understanding through authentic the living local and preserving the most beautiful natural world. The aim is to leave a positive legacy for both the planet and the communities we have the privilege to explore.

When you understand the why of your travel, you are more likely to take action and when it comes to our VIP Traveller Type Test reveal that, overwhelmed with too much and often conflicting information, many travellers are paralysed and fail to make sustainable travel a priority.

Just look at a short list of guidelines:

- ✦ Choose working flights or airlines that have high sustainability standards
- ✦ Travel local whenever possible
- ✦ Choose destinations that have sustainability as a core value and that have a growing body of positive cultural, historic, and heritage resources
- ✦ Travel to the heart of the destination
 - Stay longer
 - Pack light
 - Travel light
- ✦ Choose sustainable activities such as biking, hiking, rafting, and market visits that also give back to full-time residents

Given the **hastily chosen number of the end date is a very complex problem with multiple** possibilities, finding the right sustainable choices can take much time and planning. The journey

And what are the right choices, anyway?

The ‘right’ choices are the ones you’re likely to implement. The ones that are likely to have a tangible positive impact.

Earlier we suggested asking yourself **better questions. These can also help you understand how** you can make the most positive impact in terms of sustainable and regenerative travel. One key question might be whether you’re travelling to take advantage of a life, for personal growth, or to

If you want to go to Morocco, that’s one thing. However, if you’re simply looking for ‘the exotic’, we can generally find that for you closer to home. Some years ago, we were given that brief by a family in London who wanted to fly their jet somewhere ‘exotic’ that would challenge their kids. We discovered that the solution wasn’t where they went but how. We recommended specific things they should do to improve **the outcomes of their travels and their overall happiness were fairly high** and we found that working in the community is sustainable in the long term.

Once you understand your values and what you’re willing to accept, you can better understand the choices you’re making and implement them accordingly – or with your positive change. The key is to make your travel choices to make the decision-making and implementation of your choices.

Being creative about sustainability can contribute enormously to sustainable outcomes.

Recently we were challenged by an Austrian tech entrepreneur to find the most sustainable and **effective way of getting an understanding of the** post-Brexit British mindset. We suggested they attend the Altitude Comedy Festival in the Austrian ski town of Mayrhofen. By day they could hike, snowboard, and ski, and by **night the festival is a night of the best British** comedians with comedy and gourmet food in the British garden. That’s one way to connect by one from their homes in London.

Considering sustainable or regenerative travel and making your life more better long term. It’s a matter of understanding of the journey. There are several ways to do this. The first is to **embed both in your planning and when you** arrive in-country. With the right kind of education and engagement in the anticipation phase, you can turn your kids into veritable Sherlock Holmeses of sustainability and regeneration.

After the trip, in the anchoring phase, consider your positive impact and see whether the behavioural changes you tried out were manageable.

Brown + Hudson makes their focused sustainability business and mission they are implemented every day of the day. The result is a portfolio of great guest stories, and the certainty that they are having a better of the planet today than they found it.

What does this look like in practice? It looks like everything everywhere all at once.

Some of you will take a few minutes' approach to look your travel to the U.S. or Europe, and knowing that the other people making travel plans, not the destination, matters. Others say that that family and local community involvement have become some of your most responsible and leading family experiences that include other sustainable behaviors of home and abroad.

And some of you will be already in representative your destination, one often, ask us to get guests with electric transport, still only tap water, eat hyper-local climate-conscious produce, insist on local brands, ask for housekeeping and towel changes only on demand, decline wasteful in-room amenities and freebies, indulge in low impact activities, and then invest significantly in generous community projects.

If you have planning your own travel, follow the five steps below:

1. **Check your own and make every step of your journey, including travel.**
2. **Write down each sustainable consideration and every question that requires further research.**
3. **Consider how you will ensure that your flight work will be covered in the ground.**
 - a. **Reduce how much time it will take.**
 - b. **Call your travel agent.**

Ultimately, be more demanding. Ask yourself and your travel agent more penetrating questions, and don't settle for what you're told is the most sustainable option. Know that everything is possible. And you might have to **pay pay for what is not yet a standard service, and perhaps even charm some people along the way.**

BROWN & HUDSON



A BONUS FOR YOU

A BONUS FOR YOU

Our \$800 reward for an annual change of habits

Research is an essential service for our clients, and we are giving you your first year of \$800 reward

100\$

Unlock the full potential of our exceptional expertise, elevate your travel plans, gain invaluable insights, and ensure your journey is not just great but the perfect one.

Based on a study of 10 people, we will be able to provide you with a significant number of value added benefits for you.

Guaranteed room upgrade = 450\$ x 10	4500 USD
Complimentary breakfast for each member of your party = 204\$ x 10	2040 USD
Complimentary early check-in / late check-out	500 USD
100\$ dining credit	200 USD
100\$ spa credit	200 USD
Complimentary expert-guided visit for one day	650 USD
Research of activities before your trip	NC
TOTAL VALUE ADDED	\$8090 USD

V.I.P TRAVELLER TYPE TEST

Have you ever thought that while your travel experiences were good, they could somehow be way better? Perhaps more impactful, transformative, or just more memorable?

Today, the key to substantially improved travel is to shift your attention away from where you want to travel to who you are as a traveller and why you're travelling at all.

By better understanding who you are, you'll make smarter decisions about why and how you should travel and where you should be going.

The REVISIT VIP Traveller Type Test (VIP TTT) is the first in-depth psychometric questionnaire specifically designed to measure your psychological preferences as a traveller.

This definitive test relies on the importance of your motivations, personality traits, and interests when developing your travel preferences and habits. It also helps you determine how and where to travel.

The foundations of our work are the typological theories proposed by Ernest Tupes and Raymond Christal, and later Dr. Lewis Goldberg at the Oregon Research Institute.

This test has been devised in collaboration with two noted travel-focused psychologists. Dr. Jaime Kurtz is professor of psychology at James Madison University, in Harrisonburg, Virginia, while Andrijana Pujić's area of expertise is psychometrics and the design of personality trait assessments.

Identifying the motives that energise your travel behaviour, we uncover the dominant motive, based on Maslow's hierarchy of needs. We also apply the Big 5 specific trait facets relevant to travel to compose your specific traveller personality profile. Layered into this complex combination of variables we use a picture-based approach from Neidhardt et al. and a 7-factor model to capture your dominant travel interests.

The test has two equally important parts and should take you around 10 minutes to complete. We hope you find your results and report instructive and thought-provoking. Please share it with those around you.

By taking the test, they, like you, will begin to think differently about travel.

TAKE THE TEST

GENERAL TERMS

STANDARD TERMS AND CONDITIONS OF BUSINESS

All bookings are made with Brown + Hudson Ltd., A registered company in England and Wales with company number 9052229 and registered office at 27 Mortimer Street, London W1T 3BL, England, United Kingdom (UK) (referred to in these terms and conditions as "Brown + Hudson"). Your contract will be either with Brown + Hudson or with another supplier of travel services and this will depend on the type of arrangements you book. Your contract will be with Brown + Hudson if it arranges a package comprising at least two or more of the following services where the services are sold at an inclusive price and are taken together and where they either cover a period of more than 24 hours or include overnight accommodation: (a) transportation; (b) accommodation; and (c) other tourist services not ancillary to transportation or accommodation which account for a significant part of the arrangements. For all other arrangements, Brown + Hudson is the Booking Agent for the supplier. In this event, your contract will be with the supplier (or suppliers) and Brown + Hudson accepts no responsibility for the suppliers' actions or omissions. Copies of the conditions of your contract with your supplier are available on request from us, and Brown + Hudson recommends that you ask for them and read them before you book so that you are aware of how they may affect your booking.

1. RESERVATION

1.1 On your enquiry, Brown + Hudson establishes where and when you wish to travel, and if we are satisfied that this is feasible, we will send you a Retainer Agreement (RA) to sign, and you will pay us a minimum non-refundable Retainer Fee (RF) of £1,500. Under certain circumstances this fee will be higher. This RF covers the cost of researching your bespoke trip and this contract with the terms and conditions contained herein will apply. **1.1.2** We will then create a Trip Planning Interview (TPI), which you are required to complete and return to us within 30 days in order that we can create your bespoke trip. Alternatively, the TPI may be completed with one of our consultants on the telephone or in person. In such event, the details of the conversation will be confirmed to you in writing by Brown + Hudson shortly after the discussion. If you fail to return the completed TPI or have the discussion to complete the TPI by phone or in person within 30 days, we will assume you do not wish to use our services; and we will close our file on your bespoke trip. **1.1.3** Upon return of the TPI, we will agree a timeline with you with dates that you will receive your initial bespoke concept and final bespoke itinerary. The times agreed are subject to change, based on your feedback time. The thought and creativity that goes into making a Brown + Hudson trip is priceless. However, a management fee is applied to the total cost, and this fee is dependent upon various factors including the logistical complexity of the trip. Should you not be satisfied with the final price, Brown + Hudson will endeavour to adjust the trip to meet your budgetary requirements. The experiences we create are priced as complete packages, that include components with confidential contract rates with partners, as such Brown + Hudson is unable to itemise costs. If necessary, a final balance invoice will be issued to take into account additional costs incurred by Brown + Hudson for extras and options not covered in this arrangement. Brown + Hudson does not under any circumstance provide a breakdown of costs. Once the itinerary has been agreed, you will be invoiced for a portion of the full cost, usually 30% but this will vary at our discretion and depending on the nature of the trip, particularly when aircraft or yacht charters are involved. You are required to pay the remaining 70% of the trip's cost at least three months prior to its commencement. **1.2** Brown + Hudson reserves the right to refuse to accept a reservation at any stage of the process until the invoice has been paid in full. Our experiences entail risks – and rewards – beyond those encountered at home. We always stress that our trips are a partnership with travellers. Our primary objective is to take the hassle out of a great travel experience. In return, we count on people to ensure they are healthy and fit; to prepare themselves by reading about clothing, training, medical requirements and culture-specific etiquette; to appreciate that in some countries, local living standards, practices, services and accommodations may differ from those in North America or Europe (often in delightful ways); and to understand – indeed relish – the fact that a road less travelled means a more unpredictable and more rewarding adventure.

2. PAYMENTS

2.1 All payments to Brown + Hudson are to be made by telegraphic transfer directly into the bank account of Brown + Hudson at Arbuthnot Latham Private Bank with full details provided in your invoice. **2.2** An initial payment of usually 30% of the full price is payable at the time of booking (see 1.1.3 above). **2.3** The remainder of the price payable to Brown + Hudson is to be paid three months prior to the commencement of the bespoke trip and/or service. **2.4** Notwithstanding anything to the contrary contained herein, if the bespoke trip is to commence in less than three months, the full price shall be payable immediately. **2.5** If any payment remains unpaid after seven days past the due date of the payment, Brown + Hudson reserves the right to cancel your booking without notice. You will be liable for any costs incurred. **2.6** For pre-arranged packages, the payment terms will be provided to you before you book and must be adhered to.

3. PRICES

3.1 Unless stipulated by Brown + Hudson, all prices will be in GB Sterling. **3.2** Brown + Hudson reserves the right to impose surcharges in respect of cost increases incurred during the creation of your bespoke trip. These may include but are not limited to increases related to fuel, airport costs/taxes, currency fluctuations, increases levied by suppliers used for your bespoke trip or any part thereof or government action (both UK and foreign). If the increase is in excess of 10% of the total cost, you can withdraw from the bespoke trip and Brown + Hudson will give you a full refund of all money paid to the company less an administrative charge of £500 excluding the cost of the RF paid. Brown + Hudson will not increase the price of your holiday less than 30 days before departure and nor will it be increased if the fluctuations are less than 2%. However, you must advise Brown + Hudson in writing within 10 days of receiving the increased invoice in order to cancel your bespoke trip. **3.3** No refunds will be given if currency rates improve. **3.4** Value Added Tax will be included in the price wherever applicable.

4. AMENDMENT

4.1 If Brown + Hudson is your Booking Agent, your contract with your suppliers may allow the supplier to change the booking details. Where this occurs, Brown + Hudson will ensure that you are promptly notified of any significant changes (for example, to airline flight times and routes) but will accept no liability for the changes or costs which may result. **4.2** Brown + Hudson aims to run the bespoke trip as created. However, occasionally it may be necessary to make minor changes to the bespoke trip. No refund will be made. **4.3** If Brown + Hudson is unable to offer a significant proportion of the bespoke trip, you will be offered a refund or an alternative trip of equal or greater value which Brown + Hudson, at its sole discretion, deems suitable.

5. CANCELLATION BY BROWN + HUDSON OR ITS SUPPLIERS

5.1 Brown + Hudson reserves the right to cancel a bespoke trip or any part thereof. In this unlikely event, you will receive a refund of all invoices paid to Brown + Hudson less any losses incurred by Brown + Hudson. **5.2** No refund will be issued if Brown + Hudson is forced to cancel, or make significant changes to, the bespoke trip due to circumstances beyond its control or that of its suppliers. These circumstances include but are not limited to man-made or natural disasters, acts of god, fire, explosion, adverse weather conditions, flood, earthquake, terrorism, riot, civil commotion, war, hostilities, strikes, riots or civil disturbances or acts of government and any acts which lead the British Foreign and Commonwealth Office to advise travellers against non-essential travel to your destination.

6. CHANGES BY YOU

6.1 If, after our invoice has been issued, you wish to change your bespoke trip in any way (for example, your chosen departure date), Brown + Hudson will do its utmost to make your changes but this may not always be possible. Any request for changes must be made in writing. **6.2** You may be asked to pay an administration charge of £100 for each person whose travel arrangements are changed, along with any further costs we incur in making this alteration.

7. CANCELLATION BY YOU

7.1 If you wish to cancel a bespoke trip or leave/return early, Brown + Hudson will endeavour to do what it can to help you make any necessary arrangements. However, all payments are non-refundable, and any additional costs incurred by Brown + Hudson occasioned hereby shall be your liability. **7.2** Please note that if the reason for your cancellation is covered under the terms of your insurance policy, you may be able to reclaim these charges.

8. INSURANCE

8.1 Comprehensive insurance is highly recommended for all persons booking on a Brown + Hudson bespoke trip. You must ensure

that your insurance is valid for the duration of your bespoke trip. **8.2** Your insurance policy must be comprehensive and include sufficient cover, especially regarding cancellation, curtailment, theft, accident, repatriation, medical, third party, liability for injury to others and death, and loss or damage to equipment. **8.3** You must produce proof of insurance if required by Brown + Hudson.

8.4 You should secure your insurance cover at the earliest opportunity to ensure you are covered and in any event prior to departure or within 14 days of payment of the full invoice, whichever date is earlier.

9. YOUR BEHAVIOUR AND RESPONSIBILITIES

9.1 You are expected to behave decently and with consideration to Brown + Hudson, any suppliers and fellow travellers. **9.2** You must comply with rules and regulations set by accommodation providers and all other suppliers from time to time. **9.3** Brown + Hudson does not accept responsibility should you suffer any injury as a result of or in connection with you skiing or snowboarding off-piste, hiking other than on level walking paths or bicycle riding. **9.4** You are responsible for looking after the accommodation where you stay during your bespoke trip. You may have to pay Brown + Hudson a damage deposit on rental property; this deposit will be returned to you after completion of the bespoke trip, provided no damage has occurred in the accommodation. If damage has been inflicted on the rented accommodation, all clients who occupied that property are responsible for costs incurred to rectify the damage caused. **9.5** Brown + Hudson reserves the right to remove any traveller or travellers from all or part of the bespoke trip if Brown + Hudson feels they are behaving in an unacceptable manner. Brown + Hudson will not be responsible for repatriation or any costs incurred, and no refund will be given as the result of being removed from the trip or part thereof. **9.6** All of your property is your own responsibility. You may be able to make a claim if the loss suffered is covered under the terms of your insurance policy.

10. MEDICAL

10.1 You are responsible for telling Brown + Hudson of any medical condition that could have an effect on your performance on the trip and of any pre-existing medical problems/conditions. If your medical condition should change during the course of the trip, you must keep Brown + Hudson informed. **10.2** Any medical information you submit to Brown + Hudson will be held in the strictest confidence and Brown + Hudson will abide by all of its obligations under the Data Protection Act and associated legislation.

11. DOCUMENTATION

11.1 You are responsible for obtaining all required travel documentation. You must obtain any required visas and have a passport that is valid for at least six months from the date that you enter all foreign countries. It is also your responsibility to ensure that these documents are in good order and that you have them with you when necessary. **11.2** Brown + Hudson is not responsible for any costs incurred due to your not having the correct documentation when required.

12. TRAVEL ARRANGEMENTS

12.1 You are responsible for checking in for all flights and other travel arrangements in good time and with the correct documentation. Brown + Hudson will not be responsible for any costs incurred by your failure to be there on time or with the required documents.

13. SUPPLIERS

13.1 Some aspects of Brown + Hudson's bespoke trips may be run by third-party suppliers. These include but are not limited to accommodation, biking, walking, horseback riding, rafting, kayaking, canoeing, paragliding, ski and snowboard tuition, transfers, avalanche awareness courses, first aid courses, off-piste skiing and snowboarding, gliding, and helicopter and other aircraft flights or charters. These aspects may be dependent on factors outside Brown + Hudson's control, such as weather, and if they do not run for any reason, no refund will be given. **13.2** You must acknowledge that many of the activities offered are inherently risky. Brown + Hudson does not accept responsibility and is not liable for any negligent acts or defaults of any supplier or any other person, company or corporation not directly under its control. **13.3** Some suppliers may request that you sign a waiver or acknowledgement of risk. If you refuse to sign, you may be excluded from that activity and no refund will be issued.

14. BROWN + HUDSON'S RESPONSIBILITIES & LIMITATIONS OF LIABILITY

14.1 Brown + Hudson accepts no responsibility for the actions or omissions of suppliers when it acts as your Booking Agent, and in such cases the rest of this clause 14 does not apply. **14.2** Although Brown + Hudson takes all reasonable precautions to prevent accidents or injury, you acknowledge and agree that some of the activities on the trip in which you participate do have a risk of accident and serious injury. Therefore, you will not take any unreasonable risks, and if you do, then you are responsible for your own actions. **14.3** Brown + Hudson will make all reasonable checks that guides and instructors have the appropriate qualifications. **14.4** Brown + Hudson will be under no liability at all if you suffer loss, death or personal injury where there has been no fault on the part of Brown + Hudson or its own employees. **14.5** Subject to these terms and conditions Brown + Hudson may accept responsibility for death, injury or illness which you must prove was caused solely by the negligent acts and/or omissions of its employees or agents and its suppliers whilst acting within the scope of, or in the course of, their employment in the provision of your contractual travel arrangements. **14.6** The amount of any compensation to which you may be entitled will be limited in accordance with and/or in an identical manner to: **14.6.1** the contractual terms of the companies that provide the transportation for your travel arrangements. These terms are incorporated into this contract; and **14.6.2** any relevant international convention, for example, the Montreal Convention in respect of travel by air, the Athens Convention in respect of travel by sea, the Berne Convention in respect of travel by rail and the Paris Convention in respect of the provision of accommodation, which limit the amount of compensation that you can claim for death, injury, delay to passengers and loss, damage and delay to luggage. Brown + Hudson is to be regarded as having all benefit of any limitation of compensation contained in these or any other conventions. **14.7** Brown + Hudson does not accept responsibility for unusual and unforeseen circumstances beyond our control where the consequences could not have been avoided even if all due care had been exercised or could not have been foreseen or forestalled.

15. CURRENCY REFUNDS

15.1 All refunds made by Brown + Hudson may be made in the currency originally used to make the relevant payment.

16. COMFORT & RISKS

16.1 As already highlighted in these terms and conditions, whilst we believe our trips provide benefits and rewards, they also entail risks. Therefore, while we try to see that you have a great trouble-free experience, you will be aware that local living standards, practices, travel conditions, facilities, safety standards, services and accommodation differ and may be of a lower standard and less comfortable than you are used to. We hope this makes for a more authentic and rewarding adventure.

17. COMPLAINTS

17.1 Any complaints or suggestions about your trip should be made to Brown + Hudson at 160 Barlby Road, London, England, W10 6BS, and every effort will be made to reach an amicable solution. **17.2** If an amicable solution cannot be agreed, you may send your complaint or suggestion in writing, within 28 days of the end of your bespoke trip, to Brown + Hudson.

18. ITINERARY REVIEW SERVICE

18.1 If you use this service (IRS) as more fully described on our website, you do so subject to our general terms of business, unless such terms are obviously not relevant or applicable to the IRS service, or they are inconsistent with the provisions of this clause 18. **18.2** The general terms of business relating to the IRS are supplemented by the following provisions: (a) although the IRS is not a package as defined by the Travel Package Regulations, your contract in respect of the IRS will always be with Brown + Hudson; and (b) our charges for the IRS are payable in full in advance of any work being undertaken and such charges are non-refundable.

19. LAW & JURISDICTION

19.1 These terms and conditions and all disputes arising out of or in relation to the contract entered into between Brown + Hudson and you will be interpreted in accordance with and governed by the laws of England and Wales. **19.2** In entering into a contract with Brown + Hudson you accept that any dispute arising from such contract will be subject to the exclusive jurisdiction of the English courts.

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