

BROWN & HUDSON

ITINERARY REVIEW SERVICE

for Susan Frost



Exquisitely crafted, richer travel stories



YOUR BESPOKE REPORT

BROWN  HUDSON

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YOUR EXECUTIVE SUMMARY

TICKS THE CONVENTIONAL BOXES BUT COULD WORK HARDER FOR YOU

Using the itinerary you uploaded and your answers to our questions as a foundation, consideration has been given to your requirements and for the recommendations we make.

Your itinerary includes the kind of activities one would expect with a winter trip to Finland: Time with huskies, snowmobiles, ice fishing, cultural tours, visiting and meeting Father Christmas.

Octola Lodge is a great choice with much to do in the region surrounding Rovaniemi.

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 and phases 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 are significant repetitive aspects to the trip which detract from the making it the best it can possibly be.

Your report highlights important considerations of the proposed itinerary and provides some suggestions for additional or alternative experiences.

You'll also see that we've suggested how the days could be threaded together more deliberately, linked by an overarching story to improve engagement and memorability for your family.

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

OBSERVATIONS

Many of the activities listed are archetypal of any first trip to Lapland and don't seem very imaginative. 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 on this trip? And if you want to keep things flexible have you put the logistics in place and ensured the activities will 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 and what to do with your available time. In our experience you will find that 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 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 ski 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 some time when your children are playing and being looked after by a nanny, nanny or elves?

THINKING BEHIND

In the realm of luxury travel, the art of crafting an extraordinary journey lies not just in the destinations and experiences selected, but also in the meticulous thought process behind each choice. 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.

Imagine planning a journey where every decision, from the choice of accommodation to the people involved, the selection of activities, timings, choreography etc. is not just random but rather a carefully thought-out part of a larger story. This is the essence of the ‘Thinking Behind’ approach. By documenting the logic behind each decision, you create a cohesive narrative that aligns with your desires, interests, travel philosophy and goals.

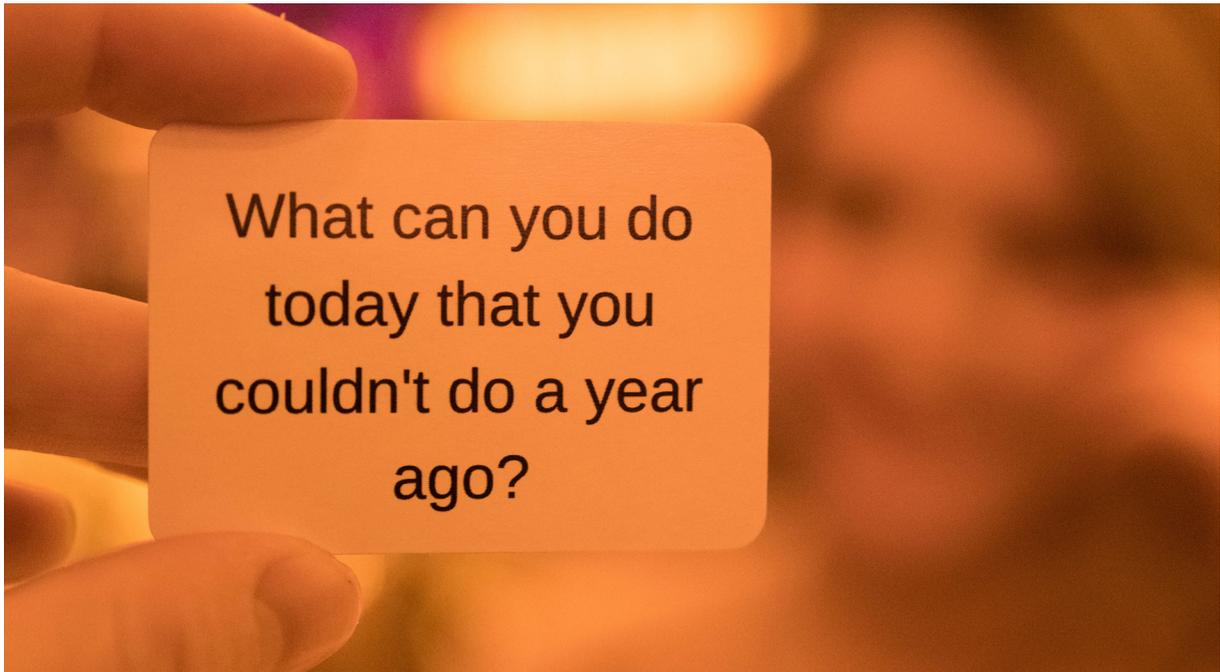
For instance, when referring to a hotel your ‘Thinking Behind’ might read, “I chose this hotel because its architecture and design reflect both our tastes and the region’s cultural heritage” This approach does more than just justify a choice; it demonstrates a commitment to creating experiences that are not only luxurious but considered and meaningful.

This methodology also serves as a tool for reflection and learning. By articulating the reasons for each decision, you gain clarity on your planning process and can continually refine your approach. It helps in identifying 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 sets the stage for what’s to come and 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 'how many people'. However, the magic of a truly exceptional journey lies in asking yourself deeper, more insightful questions that can inform your trip planning.

While this service involves a few initial questions, our collaborative process with clients typically delves much deeper and explores nuanced preferences, unique interests, and travel aspirations. It's not only about where and when you go; it's about creating a journey that is just right for you the travel planner but also your party as travellers in-country.

For that purpose, we developed a unique client interview process with Jaime Kurtz, Professor of Psychology at James Madison University. The answers to these penetrating questions allowed us, for example, to suggest and facilitate a meeting with the late Desmond Tutu, or a dinner with the President of Iceland, a bike ride with an 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?

The trip you're planning is essentially the answer to a series of questions - the trick is asking yourself the right questions and being honest and clear-minded in your answers.



WHAT'S YOUR STORY?

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

For example, which 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 for the trip that could help with providing the days with purpose and objectives.

"I think the best stories always end up being about the people rather than the event, which is to say character-driven." Stephen King, *On Writing: A Memoir of the Craft*, author

THE MALKOVICH FAMILY SAVES CHRISTMAS - TWICE!

Father Christmas is desperately searching for his lost reindeer, for which he sent his elves to look for. However, the elves are unsuccessful and require the children's assistance. 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 to him. He sends a card or calls, inviting the children to come visit his home so that he can thank them personally. He also asks that they send him a Christmas letter so he can give them a present.

On the first full day, the protagonists will 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, including wild reindeer.

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 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, making souvenirs.

Until on the penultimate day, Father Christmas sends them a card requesting the children's assistance again. A sack full of letters has gone missing in the forest, and he cannot find them anywhere.

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 have successfully found 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 the children an early present from their letter.

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

QUESTIONS TO CONSIDER:

- What emotions will you have when returning from this trip? Reflective, rejuvenated, energized, relaxed, new love of adventure? Is this how you want to feel?
- What kind of relationships will you come away with? Will this bring you closer as a family?



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 keep it simple by telling you what the 10-15 higher level ideas, concepts, or geopolitical issues of a place are.

Thus, before, during, and after your trip, these form a simple framework through which you can appreciate and better understand your destination depending on what you were looking to uncover. Then for each pillar, we will suggest different activities. This way, whatever you're doing, you'll see how it fits into that country's bigger picture.

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

1. **The Taste of Nordic Cuisine Finnish 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. Having achieved independence 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 neighboring 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 to learn more about the area
- 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

Finnish Sauna Culture Finland is where the sauna was created, and the country's culture is heavily influenced by it. According to current estimates, Finland has a total of 2-3 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 cool plunge in the lake is frequently included in the experience.

- Bring the sauna experience to the next level by enjoying 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," Finnish for 'Fox Fires' used to describe the aurora borealis. The name is derived from a legend about a beast with a magical fox's that swept snow into the sky, causing the lights to appear. Observing the Northern Lights, created by storms sent by the sun, is a life-changing event and a gift from the universe.

- From a private jet, fly 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 a flotation suits. This unique way of hunting the Auroras truly is an experience itself. Peace, tranquility, and the gentle softness of the lake are all around you as the Northern Lights dance across the night sky.

QUESTIONS TO CONSIDER:

- As the activities planned actually going to contribute to having a better understanding of Finland or the issues that concern most Sami or Finns?
- Are the activities suggested tailored to your interests or are they standard tourist tick list Finland 101 suggestions?
- Do you know why these activities were chosen for you and how are they going to benefit you?
- What aspects of the itinerary are unique to you? Does it have any highlights?



AAA - THE SCIENCE OF ANTICIPATION

Most people think that their trip only really starts the minute they get to the airport. You could think bigger however. 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 then also after you get home.

Before your trip, in the Anticipation 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.

If you do it right, the anticipation phase can become a trip within a trip.

Try these things to help you better anticipate your next journey:

- Ask yourself why you're travelling at all
- Define the goal of your trip
- If it's an expedition consider what you need to do to be mentally and physically prepared
- Consider the risks of any travel you undertake and what you can do to mitigate those risks
- Watch films shot or set in the place your travelling to
- Familiarise yourself with the PILLARS of the place you're travelling to

- Read recent local news articles to know what the issues of the day are
- Read novels set in the place your travelling to
- Deep dive into documentaries about your destination
- Learn more about some of their arts and crafts that you can further explore when there
- Dine in a restaurant serving the cuisine of the country you're heading to
- Learn new skills that will be useful for your trip. Learning some of the language, and your progress will make the anticipation more tangible
- Countdown: Create a countdown calendar and mark off each day. This visual can heighten the sense of an approaching adventure.
- Whether publicly or privately, share your anticipation with others. Their input and reactions may further help your planning and certainly in building your excitement
- Consider join online forums and groups related to your trip or destination. Sharing plans and discussing your ideas with like-minded individuals can amplify excitement.
- Create an online map to help you visualise and become familiar with your future surroundings

QUESTIONS TO CONSIDER:

- What could you do to build anticipation? Read a book, see a film, explore the art of the place you'll be visiting?
- Has there been any pre-trip anticipation building for you, or have there been any touchpoints during the planning stages? such as an anniversary, birthday, etc.?
- Are there collaborative activities or decisions that can be made together as a family before the trip?
- Can you plan a special activity or reveal well in advance of your departure date?
- Have you been to any restaurants in your home town that prepare the cuisine of your destination? Or have you tried to prepare any of their recipes?

BROWN & HUDSON

YOUR ITINERARY
in Finland



YOUR ITINERARY

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

This section proposes a reorganization of your itinerary, along with some alternative and additional activities. An example of how you might approach the risks associated with your trip is provided in the Risk section.

We suggest dividing each day by a theme with 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 Octola

DAY 2: Wildlife: Ranua National Park

DAY 3: Ice-Sport

DAY 4: Culture & Tradition

DAY 5 - 7: Time Together

DAY 8 : Taking to the mountains

DAY 9: Finding Father Christmas

DAY 10: Return

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 Octola Lodge should be as engaging and exciting as possible.

Snowmobile and husky-sledding trips from the airport to your accommodation can be easily arranged, taking 1 hour and 3 hours respectively. However, these activities are also proposed later on the trip as events in and of themselves. Moreover, it may be preferable to travel in a more luxurious manner given the clients may be tired after their flight.

Helicopter-flights are possible from both Rovaniemi and Helsinki airport, the latter taking 1 hour; this would provide a wonderful opportunity to see Lapland, and potentially the Northern Lights, from the sky.

DAY 2

Wildlife. Easing into the trip with a day of nature, animals, and exploring the Lappish scenery—this will also allow the children to verify the safe return of Santa’s reindeer.

We suggest traveling to Ranua National Park, an hour’s drive from the Octola Lodge, and that the final steps of the journey could be completed by a husky-sled.

Lunch could be in a Lappish hut and then you’d head out to observe over 200 animal species, including polar bears, reindeer, elk, arctic fox, lynx, and wolverines in the wildlife reserve and zoo. Guided tours are offered, as are photography courses.

Then a journey returning to Rovaniemi, returning in the late afternoon. We suggest that 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-Sport. Now that you’re settled in, it would be a great point to engage in some high-octane ice-activities. This is also Santa’s reward for the children’s assistance.

Begin the day with breakfast and then a Snowmobile Adventure in the wilderness before lunching in a Lappish hut.

Then at 2 pm, go Ice-Karting on a carved-out track — for children under 140 cm, a special junior circuit and special snowmobiles/quad bikes are arranged. The track can also be reserved for your family’s very own challenge races.

For the late afternoon, we would suggest discovering the exhilaration of sledding on specially designed tracks not too far from the lodge. Alternatively, Arctic golf is also possible at Santa’s golf course.

DAY 4

Today it’s time to experience the majesty of Lapland in preparation for the day when you will meet Father Christmas. This is also an opportunity to immerse yourselves and learn about Finnish culture and history.

We would suggest beginning the day, after breakfast, learning the skill of Ice-Fishing. Learn how to drill the ice and catch fresh, arctic fish in frozen lakes. Following this, the catch could be prepared and served at a Lappish hut before trying your hand at different crafts with some artisans.

In the late afternoon, we would suggest going to the Arktikum Science Museum where there is a

new ‘Changes on Northern Shores’ exhibition’—or going ‘Aurora hunting’. Alternatively, Korundi House of Culture—the modern art museum of Rovaniemi will be of interest to some of your party.

DAY 5

After breakfast, Santa sends another letter requesting the children’s assistance—he has lost a sack full of letters in the Lappish wilderness. Snowshoes are put on to go search for the missing letters which are discovered by the children. Elves come to collect the letters whereupon an impromptu snowball fight breaks out in celebration (child-friendly). The elves give the children a letter from Santa requesting that they come and visit him soon.

DAY 6

Today, late morning you bid farewell to Rovaniemi and head 2 hours north to a new part of Lapland. Along the way stop off for lunch at a reindeer sanctuary where you can all learn more about these wonderful creatures so important to the Sami people (and Santa too of course).

You mentioned that family time is important to you so we have chosen the perfect house to call your own deep in an elf-filled forest just outside the village of Äkäslompolo. Each day we will give you ideas of things to do together at home, nearby or further afield. And of course your team of elves is never short of ideas in case you want to head in different directions and reconvene later in the day.

DAY 7

Today we suggest a change of pace and some time at home discovering a new skill together. Intricate geometric Himmeli mobiles (the hanging kind) originated in Finland originally as Christmas ornaments. However the trend for making them has now spread across the globe and this morning is your chance to make your own. Whether big or small you’ll all be assisted in this task by our talented team of elves (yes, they have pointy ears and speak elfish).

DAY 8

The nearest town to your home is Sirkka found at the foot of Levi which is Finland’s second biggest ski area. As you preferred to keep your activities to the morning start your day in Sirkka. Grab skis, snowboard and an instructor or two and have fun on the mountain. Lunch can be on Levi, in Sirkka or just a short drive away back at home where your own chef can rustle something up at a moment’s notice.

After lunch back at home some of you might want to go to Ylläsjärvi. Participate in aart workshop at the Ylläs Art Gallery, where you and your children can engage in creating traditional Lapland handicrafts or explore modern Finnish art techniques under the guidance of other artists.

Late afternoon, end your day with a family-friendly sauna time at home. Be sure to run and jump in the fresh snow every so often it’s the best way to relax and enjoy this healthy Finnish tradition.

DAY 9

The great thing about the home we chose for you is that it is not far from Sirkka / Levi and even closer to the Finland's largest ski area at Ylläs! Today 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 tranquility of nature as you head in search of Santa. Time is running out to meet him in person and today could very well be the day your paths cross.

DAY 10

The activities we suggested in and around Äkäslompolo should have given you lots of time together and the team of elves we assembled for you will have given you the flexibility to head in different directions and reconnect to exchange tales later in the day. You'll have discovered a blend of fun, cultural and outdoor experiences, ensuring a memorable and authentic visit to Lapland for you and your children.

Today is the day you must return home. Your flight will depart from Kittilä airport and to make the magic last a little bit longer consider getting there by husky sled, snowmobile or the more conventional car.

TRANSPORT

Consider variety and savoring the art of slow travel, taking cues from Carl Honore's book 'In Praise of Slow.' Explore diverse perspectives, whether it's from trains, buses, bikes, or subways, or by jets, snowmobiles, husky sleds, or reindeer sleighs and helicopters.

Plan for a smooth journey, focusing not just 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 scheduled, to make your airport experience more stress-free, could you use a service like airportr to dispatch your luggage to the airport ahead of time?
- Would a limo to the airport interrupt the pattern and stresses of all you past trips to make this one extra special?

ARRIVAL IN FINLAND

- To save you time are you offered VIP immigration and customs fast track from the jetway?
- Are you offered luggage porters to speed the process? Or could you leave the airport directly and have people bring your luggage after you've left?

TO YOUR LODGE

- How much detail do you have? Who, where, and when is meeting you?
- How far is the car? Do you have access to the closest place?
- What type of car is it?
- Are particular beverages or food offered for your journey?
- Would you consider a helicopter transfer to save time?
- How long is the transfer? Distance 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 stocked mini bar for drinks and snacks in your car?
- Are times and distances included in your itinerary? How flexible are your routes in case you want to shake things up and stop along the way?



ACCOMMODATION

Choosing where you stay is key to an amazing travel experience. We believe in the importance of selecting accommodations that align seamlessly with your unique needs, tastes, style, and expectations. From boutique hotels to luxurious resorts, you want to have curated stays that not only meet but exceed your expectations. With the perfect accommodation, you not only enjoy comfort and luxury but also benefit from an enriched travel experience that enhances the overall joy of your exploration.

Octola is the high-profile Grande Dame of modern Finnish Luxury Lodges and has great facilities.

When considering properties occasionally you might come across less-marketed properties that still offer an alluring blend of and indulgence. Some feel like a thousand stars of luxury without the investment. With insider knowledge of properties that do this successfully, you can redirect your investment towards out-of-the-ordinary unforgettable experiences without compromising on your comfort. Examples of these kinds of properties might include:

- Arctra Private Lodge, Rovaniemi
- Relais & Chateaux Domaine de Primard, Guainville, France
- Evolve Back Kamalapura Palace, Hampi, India
- Maitai, Bora Bora, French Polynesia
- Vermelho Hotel, Melides, Portugal
- InterContinental Khao Yai Resort, Khao Yai, Thailand
- Ca's Xorc, Mallorca, Spain

QUESTIONS TO CONSIDER:

- Will two bedrooms 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, Octola or a third-party?
- Will you need to hire a car for the duration of your stay, or get taxis through the Octola concierge?
- Do you have access to any upgrades, free benefits, and value-adds negotiated on your behalf by an agent?
- Will the driver/porter have your luggage sent to your room immediately?
- Have you been advised on tipping policies?
- Does your hotel have all the facilities you were looking for? Pool, Spa, Michelin restaurant, afternoon tea, general manager's welcome?
- Is the hotel style as you were looking for? Boutique, luxury, resort, R&C, central, old town, historical, modern, contemporary?
- Have you been provided with a floor plan for your room or suite? If so, are you happy with the layout and space?
- Does the room setup fit your needs? Work space, floor space for yoga, balcony table for breakfast?



FLOOR PLANS

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

They will often resist providing these because they are afraid of being held to the exact room in the floor plan. However if you explain that you will not hold them to that exact room and floor plan and that 'or similar' will be fine they might oblige. If they resist further by claiming not to have floor plans, mention that they are usually to be found on the back of most hotel room doors indicating the exit route from your room in case of a fire.



DINING

Exploring eateries in a new place cannot be underestimated. It's a fun and easy way to discover the area. Having dinner at great restaurants nearby can be a fantastic way to wrap up your day, whether you're with family, friends, or on your own. It's not just about good food; it's a chance to reflect on the day and get ready for what's coming next. There are several Rovaniemi restaurants we would recommend. Dining out some of the nights may also save on the overall pricing over the private chef—however, given that the costs are not broken down we cannot be exact.

Restaurant Nili serves authentic Lappish food with fresh Arctic ingredients with an elegant atmosphere. It is a 10-minute drive from the Octola Lodge.

Gustav Kitchen & Bar is a friendly, locally-owned restaurant in Rovaniemi. They also offer a private glass 'Igloo' for an alfresco dining experience in the snow.

Sky Kitchen & View is another popular restaurant in Rovaniemi, characterized by expansive windows that offer excellent views of the surrounding snowy scenery. It is a 15-minute drive from the Octola lodge, just outside of the Rovaniemi city center.

Snowman World Snow Restaurant gives a unique dining experience, serving food within a large igloo structure made of ice. Ice is the theme—ice sculptures, ice cups for drinks, and an ice-slide. The restaurant is located within walking distance from the Octola Lodge.

QUESTIONS TO CONSIDER:

- Where can you enjoy a taste of Finnish high gastronomy and also 'down-home' cooking?
- Have dinner reservations been made in advance? Are there restaurants where you'll definitely need advance reservations?
- Have arrangements been made to get you to the restaurants and home again after?
- Has anything special been done? VIP access?
- Do you want flexibility or more structured dining?
- Are there specific ingredients or flavours unique to the region that you'd like to explore?
- Would a hands-on cooking class be an interesting way of learning more about Finland?

ACTIVITIES AND EXPERIENCES

People tend to over-schedule when they're planning their travels and then, when in-country wish they had more free time. This doesn't mean you should schedule fewer activities; it means you should plan for optimal curiosity and energy levels and also take time to process things and relax. Also be relaxed about

Something else we noted previously is that guidebooks and travel companies tell you what to do, but rarely do they tell you why 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 transcend mere actions. We want to craft transformative travel moments where every engagement, from cultural immersions to unique adventures, goes beyond the routine. It's about more than just doing stuff; it's about doing things that have a profound and lasting impact on your journey.

QUESTIONS TO CONSIDER:

- How many days “at leisure” do you have? Too many, too few? Are there any suggestions for your free time?
- How original and relevant are the experiences - for your whole party?
- Are everyone's needs being met?
- What time will you be met and where?
- How long is each experience? Can you decide when to stop or tailor it?
- Is there anything missing based on your interests?
- Can there be a philanthropic element to it? Would you consider helping in a subject you are interested in, like education, equality, or health?
- Is there room for spontaneous exploration and relaxation in your itinerary?
- Are there specific moments you wish to capture in photos or videos?



AAA - THE SCIENCE OF ABSORBING

During your trip, in the Absorbing phase, your time in the country is a canvas for making strong and lasting memories. Try to be mindful and live in the moment. Try new things, immerse yourself in this new culture, and enjoying every small moment to help build your ‘experienced self.’

Sometimes, putting away your iPhone, sketching, or taking a break from digital devices can make your connection with the place even stronger. These simple things help you create real, memorable experiences that stay with you well after your trip is over.

Try these things to help you better absorb your journey:

- Embrace the present moment and be mindful of your surroundings. Engage your senses to fully absorb the unique atmosphere
- Consider moments of digital detox during your journey. Putting away devices and embracing analog activities like sketching or journaling can enhance your connection with the destination.
- When you do capture moments digitally, do so with intention. Instead of focusing on quantity, aim to capture the essence of each experience. Quality over quantity ensures more meaningful memories.
- Engage with residents and other travellers to gain diverse perspectives. Conversations with people from different backgrounds enrich your understanding of the destination.
- Explore cuisines and dining traditions. Food is a powerful way to connect with a culture, and each meal can become a cherished memory.
- Embrace a slow travel mentality. Allow for unplanned moments and spontaneous detours. Some of the most memorable experiences often happen when you least expect them.
- Take moments to reflect on the cultural insights you’ve gained. Consider how these experiences shape your perception and understanding of the destination.



GUIDES, EXPERTS, SPECIAL EXPERTS

As part of your travel, guides and experts play a crucial role in bringing your journey to life. We want to carefully choose individuals who go above and beyond, creating a customized match that perfectly fits what you're seeking from your trip. By exploring their backgrounds and connecting with experts who add a unique touch to your exploration, you can truly enhance your journey.

We realize that, when in Lapland, you might want to learn more about the Northern Lights. Therefore, you might appreciate an especially knowledgeable guide to the heavens. So when you arrive at your observation point, you could be met by Dr. Esa Turunen from Finland's renowned Sodankyla Geophysical Observatory. Dr. Turunen will explain that the Northern Lights are caused by electrically charged particles from the sun colliding with the earth's atmosphere. Thanks to his expertise in that subject, your conversation might meander onto what the Sami people's traditional beliefs are. For they say that the Auroras are caused by a fox running over the hills, whipping up snow with its tail and sending sparks flying high into the northern sky.

QUESTIONS TO CONSIDER:

- Who is guiding you? What are their credentials? Why have they been chosen for you?
- Is their expertise relevant to your interests?
- Can their specialty be related to your particular experiences?
- Is meeting residents something you want to do? Has this been incorporated into your trip?
- Have interesting people relating to your interests been included? Are they journalists, economists, professors, archaeologists, royalty, etc.
- In the lead-up to your trip are there people you could meet or speak to that could add value or build engagement and excitement before you even leave home?



ELEVATING YOUR TRIP

As you plan your journey, create unforgettable and extraordinary moments that are likely to stay with you long after your journey concludes. Picture encounters with journalists, personalities or dignitaries, engaging in experiences you never thought possible. It's about turning each moment into a remarkable vivid memory. While most will be happy to have you stick to conventional ideas and routes, seize the chance to inspire your party and expand your horizons.

Some elevated activities you could consider for your trip:



HEALTH, SPA, WELLNESS

In the world of travel, Wellness goes beyond just amenities; it's a transformative journey to well-being. It's about finding balance while exploring, a dedication to nourishing both body and soul. Travel becomes a chance for self-care, whether it's maintaining health routines, discovering new wellness practices, or simply taking a moment to prioritize your vitality.

Sauna is such an important part of Finnish culture that is irreplaceable by other things. It has been a place for physical and spiritual cleansing for centuries. Dipping in the icy lakes and rolling in the snow are said to be good for your blood circulation.

Some ideas for you:

- **Sauna boat lake cruise:** Step into a unique experience aboard a floating sauna boat, inspired by the Finnish sauna tradition. Enjoy the magic of a midnight sauna bath, surrounded by breathtaking lakeside views. This enchanting blend of nature, tradition, and relaxation like no other, contributes to a transformative journey which leaves you with a deep appreciation for the beauty and traditions of Finland.
- **Yoga Hike:** Experience the healing power of nature through your own journey of hiking and practicing yoga in natural surroundings. As you engage in outdoor yoga, you'll uncover a whole new world of sensations, uniquely yours. The natural environment enhances your practice, transforming it into a personal adventure that's both invigorating and rejuvenating for your body and mind. Discover how nature can amplify your yoga experience, making it an unforgettable journey of self-discovery and renewal.

QUESTIONS TO CONSIDER:

- Do you have preferred wellness activities or practices you'd like to bring into your trip?
- Are you open to trying new wellness experiences during the trip?
- Is there a specific pace you'd like to maintain to ensure a balance between activity and rest?
- Do you have specific dietary goals or preferences for the trip?

CHILDCARE

As you embark on the adventure of family travel, considerations for the well-being of your little ones are key. It's more than the destination; it's about creating an experience tailored to your children's needs. 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 amid the excitement. Balancing exploration with moments of rest ensures not just their happiness but a journey that nurtures the well-being of the whole family.

Notwithstanding the potential lack of space in the kids' bedroom, Octola seems child-friendly. But there are important considerations to make.

- Will the number of bedrooms be an issue?
- Octola Lodge is not able to provide childcare facilities. Would childcare be something you'd be interested in at any point on your trip?
- Where is the nearest childcare center?
- Would you like to be in contact with a nanny, manny or elf?
- Are the Private Spa and lodge facilities all child-friendly?

MULTI-GENERATIONAL TRAVEL

Embarking on the enriching journey of multi-generational travel requires a thoughtful balance of diverse needs and preferences. It's like a delicate dance, making space for personal pursuits while creating shared moments that strengthen family bonds. Think about catering to each family member's interests. With only so many chances to create impactful memories, plan ahead to elevate each experience into a cherished chapter in your family's story.

Personalized Itineraries for Different Age Groups:

Design parallel itineraries that allow different generations to explore their interests. For example, while the younger members engage in an adventurous wildlife safari or a digital photography workshop, the older generation might prefer a guided cultural tour or a leisurely visit.

Accommodation That Suits Everyone:

Choose accommodations that offer a blend of privacy and communal spaces. Private villas or interconnected suites in a boutique hotel can provide the perfect balance. Ensure amenities cater to all ages, from play areas for children to serene lounges for adults.

Safety and Accessibility:

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

Culinary Experiences for All Tastes:

Organize cooking classes or dining experiences that highlight regional cuisine, allowing family members to partake 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, like a historical treasure hunt in an ancient city, or a marine biology session on a private yacht. Such activities are not only entertaining but also enriching, appealing to both young minds and the intellectually curious.

Relaxation and Wellness:

Include wellness activities that everyone can enjoy, such as a private yoga session or a family spa day with treatments tailored to different age groups.

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 unforeseen circumstances.

RISK

Embarking on your exciting travel journey, it's essential to recognize and evaluate potential risks, a crucial step often overlooked. Whether it's natural events or human factors, a thorough risk assessment is key to ensuring a safe and secure trip. While it may not be the most glamorous part of the planning process, addressing potential challenges upfront allows for better preparation. Prioritizing your safety by identifying and managing potential risks empowers you to explore with confidence and peace of mind.

Several essential risk considerations haven't been covered in your itinerary. It's preferable to discuss these points to ensure the safest possible trip.

QUESTIONS TO CONSIDER:

- Chloe Willoughby is your destination specialist, but have you been put in touch with their Finnish partner company? Who is your point of contact in an emergency? Are they reachable 24/7?
- Do you know anyone who has used this lodge before?
- Has your agent used that property before? Have they completed a inspection and risk assessment?
- Has your agent included a partner for a more complete risk assessment?
- Travel insurance is excluded in the price, do you possess European-wide travel insurance for the family?
- What are the hotel's specific health and emergency protocols?
- How long to the nearest ICU? How long for a doctor to show up for something less serious?
- 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-related changes?
- What safety measures are in place at the accommodations and activity locations?
- Are there emergency services, and how easily can they be accessed if needed?
- 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

Italy / Morocco

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 aircraft Follow the guidance of the pilot and crew at all times.

KEY SAFETY ADVICE

Italy / Morocco

Area visited	Activity taking place	Potential issue	Suggested control measures
Islands	Ship	Safety	<ul style="list-style-type: none"> Follow the safety advice of your captain at all times when on the ship Ensure any personal safety equipment offered onboard is worn correctly Ensure any luggage is safely and securely stowed Remain aware of your surroundings in restricted space with moving parts of the vessel to prevent slips, trips, falls and banging your head
Urban areas	Visits	Safety	<ul style="list-style-type: none"> Avoid displaying expensive items or large amounts of cash - only take what you need for the day and split funds appropriately. Avoid crowded public areas where possible. Keep any cash, cards, passports and expensive items in a secure location on your person. Try to avoid keeping such items in day packs, and preferably use a money belt. Never accept drinks or leaflets from people not known to you. Exercise caution when walking in urban areas - underdeveloped infrastructure and local road traffic may present a hazard.
Dining	All	Food borne or bacterial illness	<ul style="list-style-type: none"> The majority of your dining has been pre-arranged, however please seek recommendations from your guide or concierge if necessary.
Land based activities	Archery, Axe Throwing, Hiking, Horse and Carriage, camels	Injury	<ul style="list-style-type: none"> Follow the advice of our local partner and guide in regards to adverse weather conditions Wear footwear appropriate for the activity Ensure you have listened to the safety briefing and taken mental note of the learnings Follow the safety advice of your guide, instructor or operator staff at all times.



AAA – THE SCIENCE OF ANCHORING

When you get home, your ‘remembered self’ kicks in, helping you hold on to the memories, changes, and discoveries from your trip. Anchoring is the process making those travel experiences a permanent part of your life story. It’s about keeping the richness of your adventures alive in your everyday, appreciating the lasting impact that travel has on you.

Try these things to help you better anchor your journey:

- Create a photo album or a film of your trip
- Document your thoughts, feelings, and experiences after the trip. A journal serves as a tangible reminder of the moments that touched you. Reviewing it at regular intervals keeps your memories more vivid in the long term
- Display souvenirs or mementos from your travels in your home or office. These physical reminders can trigger vivid memories and conversations about your journey multiplying the benefits from the trip
- Recreate activities you pursued when travelling so fond memories are triggered
- If you made connections with residents or fellow travellers, stay in touch and share your post trip impressions and thoughts
- Try to recreate a dish you ate on your trip or eat at a restaurant cooking the same cuisine. The flavours will bring back sensory memories and can allow you to share the experience with others
- Watch a movie or TV show that was filmed or set in the country you travelled to and be transported back there
- Storytime Tradition: Incorporate the narrative of your trip into a special bedtime story for the children. Share the story every once in a while to keep the adventure alive in their imaginations

An aerial photograph of a beach. The top half of the image shows the ocean with a wave washing onto the shore. The middle section is a wide, sandy beach. Three groups of people are visible, each with a beach umbrella. One group on the left has a teal umbrella. A group in the center has a red umbrella. A group on the right has a teal and a red umbrella. The bottom of the image shows some sparse, dry-looking vegetation on the sand.

BROWN & HUDSON

HOW TO PLAN YOUR TRAVEL
MORE EFFECTIVELY

BE DELIBERATE

With years of research in travel science, psychology, it's possible to elevate your travel to new heights. Guided by insights from top academics, we craft unique experiences supported by science.

Rather than simply booking a disconnected series of activities, create an experience that deliberately pushes your and your family's buttons and brings you closer to your stated goal for the trip.

Our style mixes luxury with a deep understanding of what enhances human experiences, giving clients a new and invigorating sense of what travel can be and experiences of insight, meaning and impact. It 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 on happiness, while Dr. Yoshifumi Miyazaki and Dr. Herbert Benson have conducted ground-breaking research on mindfulness and relaxation.

Understanding motives 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. Explore the framework below, a visual representation of how we enhance travels for maximum impact.

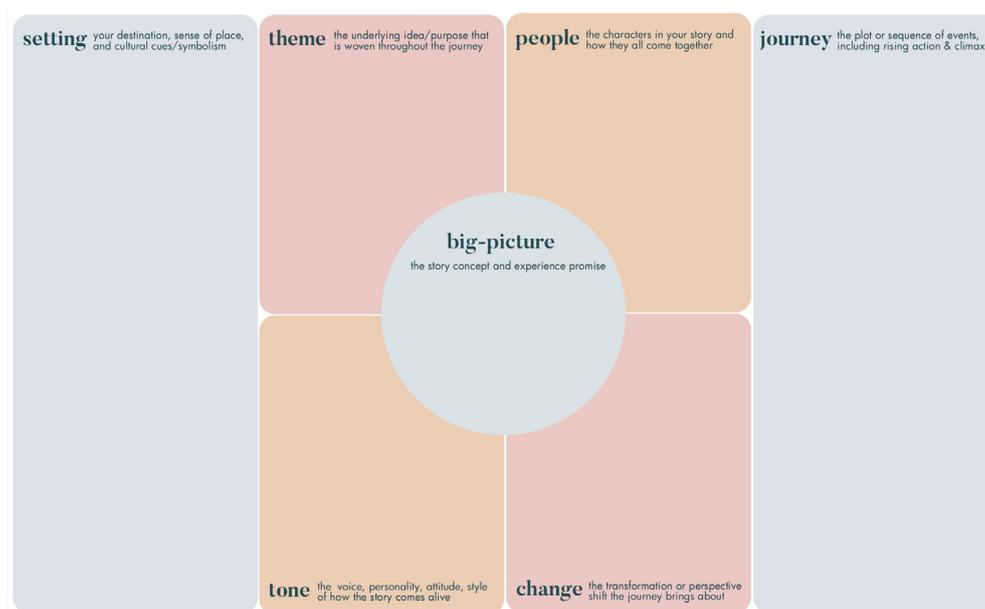
By asking yourself the right questions you should have a clearer picture of...

- Your vision and the impact you want your trip to have
- What emotions you want connect to or tap into
- The impact a new or different culture can have and what 'sense of place' means
- How the senses, symbols and nostalgia impact your emotions wherever you are
- The difference between memorable, meaningful, and transformational experiences
- How flow, bonding, play, rituals, and nourishment contribute to your wellbeing and happiness
- How you envisage your journey playing out and your plan for elevating it to make every moment be even more remarkable

HOW TO USE THE 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. You'll recognize these as ingredients of all great books and movies. Every author or screenwriter starts here. Because you can't write a book, script or compelling itinerary without mapping out the components of a compelling narrative.

Complete this leaving the big-picture in the middle until last. When it's completed, you'll see the big picture of your journey, and what your experience will deliver. This can be a great brainstorming guide, inform your planning or experience design helping you to stay on track.



The theme is the common thread, the underlying idea, vibe or message of your trip – the deeper meaning.

The people are you, your party and all the people you'll encounter along the way. You're all characters or protagonists.

The setting is your destination, location or where you're staying and all it encompasses. Where you'll be has its own story and history. The setting is vital for the plot when it comes to crafting engaging narratives.

The journey & change is what happens when the narrative is devised in a way that takes you and your party through a unique journey that transports and transforms you. That's what stories and journeys have the power to do.

The tone comes from your personalities, the attitudes & vibe 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.

USE SURPRISE

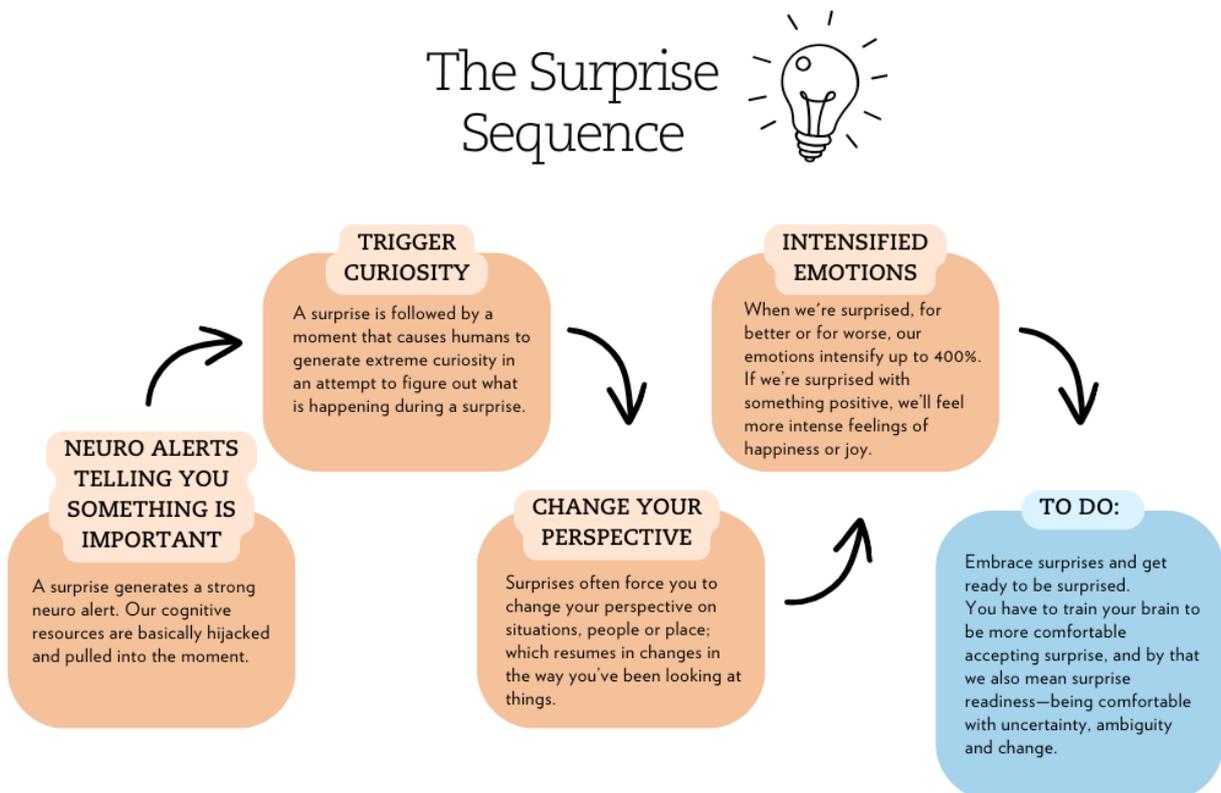
In crafting your journey, embrace the magic of surprise.

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 stick.

By occasionally relinquishing control, you find freedom in the unexpected, making your connection to the present moment even stronger.

Getting the unexpected in your travels is like getting a gift that you share with others. Whether you're off on a solo trip or with friends, the surprise brings people together. It starts conversations, brings laughter, and creates a feeling of togetherness as you all uncover the mystery of the trip.

In essence, the benefits of surprise in travel 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 journey where attention is captivated, and moments unfold with 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 worldbuilding 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 is therefore highly personal, experiential and subjective. A particular market square in Kathmandu, a junction in Hanoi or café in Buenos Aires is likely to mean different things to different people depending on what has happened to them (or others) there. A sense of place then, refers to those meanings which are associated with a place.

Place can be applied to any scale: from a particular room in a building to a country or region which rouses shared feelings in people. This is particularly noticeable in times of rapid political change (such as the concept of a 'United Kingdom') or public events (like the Olympics) where people experience shared feelings of belonging and attachment in response to external stimuli.

Place doesn't necessarily have to be a fixed location spatially or temporally. A luxury RV or megayacht which a group of people have shared for a period of time may invoke a sense of belonging in those people, as may a glamping site or other temporary structure.

Places are dynamic and subject to constant change in their material structure and meaning. Places are not isolated or cut off from outside influences and so as people, ideas and objects pass in and out of a place in space and time they change it. They are therefore changing places.

So place setting – is a crucial component of your planning, story and journey. Every detail should be deliberate, every detail will have meaning and contribute to your ultimate goal.

You have control over this world... So what goes into it?

When you step into a new country, a new place, something amazing happens. Every single thing you see, all the visual cues will trigger some sort of behavior. 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 distant historical events which are represented in architecture and iconography. You may feel a sense of belonging to a particular house where you grew up or a playground you went to as a child or similarly, may feel attachment to a part of the country where your ancestors came from.

You see something and evaluate it, then determine the appropriate response.

For example, you're out walking in Bangkok and you see a great looking streetfood stall. In an instant, your brain is categorizing the stall based on past experiences. "In the past, streetfood has brought me pleasure and great stories" or "in the past, streetfood has caused me digestive issues".

Your reaction is predictive and based on subjective interpretation usually based on your past experiences.

Each prediction leads to certain feelings (cravings, desires, urges) and the gap between the current and desired state provides a reason for someone to act (i.e. ordering food, versus walking on by).

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 seeing things that trigger urges, then you're essentially operating on auto-pilot. The reason sense of place and engagement go hand in hand, is because placelessness or 'same sameness' often results in 'been there, done that' types of experiences. Make sure you factor in novelty and curiosity-provoking situations in your plans.

5 PRINCIPLES OF PERSONAL PLACEMAKING

1. The heart & soul of a place should be evident. Plan things that make the place's personality sing! No one wants to get off train, plane or yacht and feel 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 on your last trip there or in a similar place. How you discover a place should evolve with society and its culture. (The Lives of Others is a concept we'll refer to later that does this rather well.)
3. Collaboration is a must. Involve others who know you, or take inspiration from elsewhere - even social media. There is more power and inspiration potential in a collective vision.
4. Be flexible. Experiment, observe, repeat. If you fear experimentation and flexibility, you'll never improve. This is the curse 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 & delight... whatever you want to call it, there is a great deal to be said for it in today's fast, TMI, cynical world. People think they've seen it all, but they are just waiting for someone to prove them wrong. Can you usher them into a world that is truly enchanting?



IMPROVE YOUR EXPERIENCE WITH CREATIVITY

In travel, creativity isn't just a concept; it's an invitation to play, to infuse your journey with the joy of imagination. Think of it as a sandbox for your mind, a space where your itinerary becomes a canvas for playful exploration.

So, let your mind play. Allow your creative spirit to shape each destination into a unique experience. Whether it's discovering a hidden gem, trying 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 your passions, and being open to new experiences.

Unleash Creativity - an Unconventional Brainstorming Method

Step 1: Embrace the Unconventional

Begin by asking yourself, "If my favourite iconic personality like Lady Gaga or Kurt Cobain were to plan this trip, how would they approach it?" Imagine the boldness of Lady Gaga - would she seek out the most avant-garde art scenes? Consider Cobain's grunge legacy - perhaps he'd prefer offbeat, gritty urban explorations or a retreat to a secluded cabin in the Pacific Northwest.

Step 2: Draw Connections Between Your Interests and Their Styles

Link your own interests with the imagined preferences of these figures. If you're a food lover, think about how Lady Gaga's flair for the dramatic could translate into dining experiences - maybe a dinner in total darkness or a meal where each course is paired with a performance. For music enthusiasts, channel Cobain by exploring cities with rich musical histories.

Step 3: Expand Your Inspirational Pool

Don't limit yourself to just one or two personalities. Draw inspiration from a wide array of sources - historical figures, fictional characters, or even elements from your favorite films and books. Ask yourself, "How would Ernest Hemingway experience this place?" or "How would the exploratory spirit of Indiana Jones influence my choice of adventure?"

Step 4: Blend and Transform Ideas

Combine these insights to form new, unique travel ideas. Mix Lady Gaga's theatricality with Hemingway's love for simplicity to find a balance between grandeur and authenticity. Imagine a day that starts with a sunrise meditation followed by an evening at a vibrant festival.

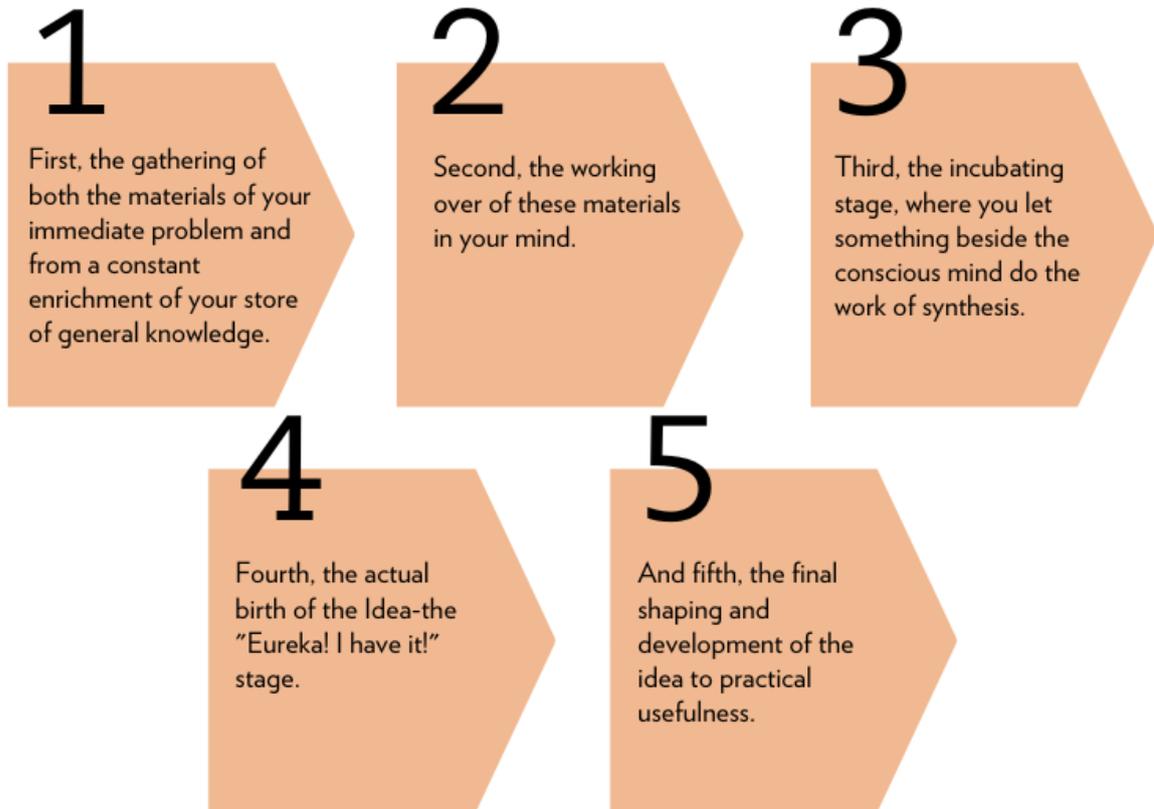
Step 5: Bring Ideas to Life

Once you've gathered creative ideas, start narrowing them down. Consider practicalities but don't completely abandon whimsy. Remember, the aim is to create a travel experience that resonates with your personality while pushing the boundaries of traditional travel.

As we approach the end of your Itinerary Review, remember that a creative mind is your most valuable travel companion. It's the key to unlocking a world where every step is a dance, every choice a stroke of brilliance. So, go ahead, play with your travel plans, and turn your adventure into a masterpiece of creativity and impact.

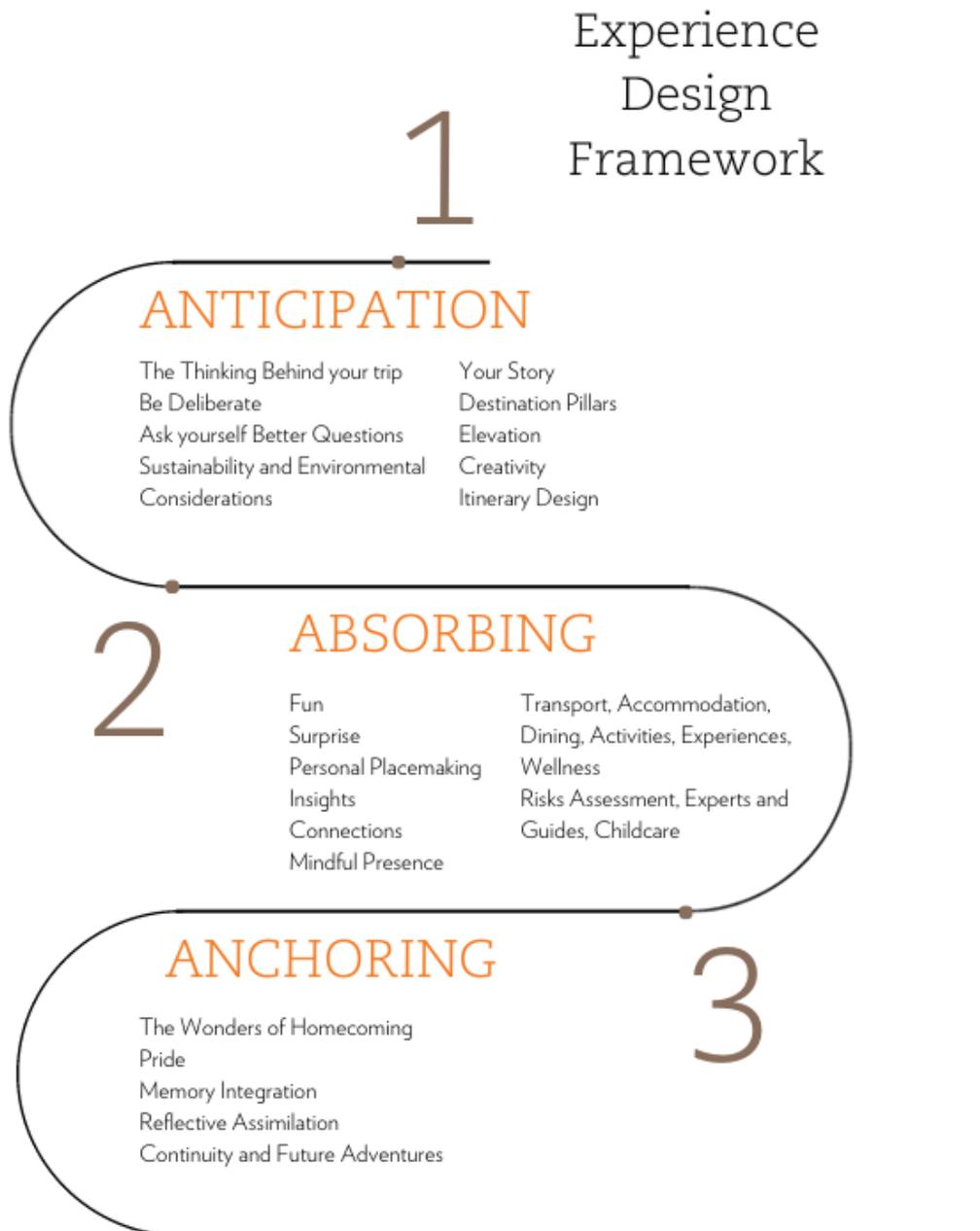
A Step-by-Step Technique for Sparking Breakthrough Creativity

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



TRY THIS EXPERIENCE DESIGN FRAMEWORK

This framework serves as a blueprint to help you elevate your journey from ordinary to extraordinary by intertwining tools for thoughtful brilliant planning, immersive engagement, and reflective celebration of their adventures.





SUSTAINABLE & REGENERATIVE TRAVEL FOR YOU

Increasingly travellers are prioritising sustainable and socially responsible travel. Where do you stand on this subject?

However you travel, our goal is to help you minimize your environmental footprint, help you contribute positively to local communities, and foster cultural understanding through initiatives like hiring local staff, being 100% carbon-negative, and promoting low-impact transformational activities. With every journey we design, we aim to leave a positive legacy for both the planet and the communities we have the privilege to explore.

Once you understand the ‘why’ of your travel you can turn your attention to how you should travel, then where and when. Do you have a clear idea of your views on climate change and the parts sustainability and, increasingly, regeneration play in your life at home and abroad?

Answers to our VIP Traveller Type Test reveal that, overwhelmed with too much and often conflicting information, most travellers are paralysed and fail to make sustainable and regenerative travel a priority. Instead they do nothing.

Just look at short list of things you should and shouldn't do:

- Choose non-stop flights on airlines that have high sustainability standards
- Find local adventures close to home that can often feel like a world away
- Choose destinations that have sustainability as a core value and that have a governing body whose responsibility it is to manage sustainability, and protect natural, human and heritage resources - like Finland for example who might well be world leaders in this area.

- Travel in the low season to reduce overtourism
- Stay longer
- Pack light
- Travel by rail and use public transportation
- Choose sustainable activities such as biking, hiking rafting, farm and market visits – that also give back to full-time residents
- Respect local customs, reduce waste, and avoid activities that harm the environment.
- Consider making a positive contribution by travelling in areas rebuilding after a natural disaster
- Devote some of your time the right kind of community projects to make a positive and regenerative impact on the country you're travelling to
- Contribute to only the most impactful carbon offset programs
- Consider that all eco-systems are fragile whether on land or sea
- In-country, walk, bike, raft or kayak instead of driving – and if you must drive go electric or hybrid
- Stay in eco-sustainability-friendly accommodation with reputable certifications
- Use reusable water bottle rather than plastic or glass
- Never drink imported mineral water
- Avoid long-haul flights

These are just a fraction of the considerations.

Given the bewildering number of dos and don'ts is it any surprise you're are faced with analysis paralysis? Making the right sustainable choices ends up taking up more time than planning the journey itself.

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 both in terms of sustainability or regenerative travel.

Planning, and actually delivering truly sustainable or regenerative travel experiences is a simple, deliberate and time-consuming process.

One key question might be whether you're travelling to tick countries off a list, for personal growth or to have certain outcomes.

This is important, because if you want to go to Morocco that's one thing. However if you're simply looking for 'the exotic' then we can generally find that for you closer to home.

In fact, some years ago we were given that brief by an Italian family living in London. They wanted to fly their jet somewhere 'exotic' that would challenge their three very smart kids. After meeting all members of the family we discovered that for them, the solution to their problems wasn't where they went, it was how. We recommended specific things they should do to improve the outcomes of their travels and their overall happiness as a family. And for them we found their 'exotic' a sustainable 1.5 hour Tesla drive away in the Cotswolds.

In the ultra-bespoke realm there are no cookie cutter solutions. You should be treated individually so that you and the planet both get the best outcomes.

Empower your travel advisor to take the decision-making and implementation off your shoulders.

Once you understand your values, and what you're willing to accept in terms of sustainable or regenerative travel you're better placed to devise a plan and implement it forever more – or until your priorities change again.

Last year, in an annual catch-up meeting a Hollywood-based client declared that that they wanted one last big European rail, e-car and barge trip before they limited their ultra-sustainable travels to the U.S for the next 5 years. Things change and by knowing what your family's sustainable values are you can adapt your travel design choices accordingly.

The chain from your initial idea to the delivery of your travel experience in-country is long so to get to a point of genuine sustainability, you have to shorten the chain - or at least take ownership of all parts of the experience and make everyone involved accountable.

Being creative in the area of sustainability can contribute enormously to sustainable outcomes.

Recently we were challenged by an Austrian tech entrepreneur to find the most sustainable and active way of gaining an understanding the post-brexite British mindset without resorting to online videos. We suggested they attend the Altitude Comedy Festival in the ski town of Mayrhofen, Austria. By day our client and his family could hike, snowboard and ski and by night the festival brought together some of the finest British comedians with witty and pertinent views on the British psyche - just 3.5 hours by car from their home in Salzburg, Austria.

Gamifying sustainability or regenerative travel and involving your kids can also deliver huge benefits for you. It's kind of the modern equivalent of the swear jar. Points are gained or lost depending on the choices you make both in your planning and when you arrive in-country.

With the right kind of education and engagement in the anticipation phase prior to departure you can turn your kids into veritable Sherlock Holmeses of sustainability and regeneration.

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

In the context of sustainability, Brown + Hudson makes client-focused decisions and ensures they are implemented every step of the way. The benefit to our client is the peace of mind, great stories and the certainty that they are leaving a corner of the planet better than they found it.

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

Some of you will take a 'less is more' approach and limiting your travels to the U.S. or Europe and discover that the ultra-bespoke road trip or rail journey, not the destination matters.

Others find that family and local community involvement have become some of your most memorable and bonding family experiences that catalyse other sustainable behaviours at home and abroad.

Of course many of you will still fly privately to regenerative green destinations, over-offset, ask us to get granular with electric transport, only tap or local mineral waters, hyper-local climate-conscious produce, local brands, housekeeping and towel changes only on demand, no wasteful in-room amenities and freebies, indulge in low-impact activities and then invest significantly in grassroots community projects.

One client rather partial to full travel risk assessments has gone a step further and now demands a detailed sustainability audit to accompany every bespoke journey description we provide.

If you love planning your own travel then follow this five-step process:

1. Close your eyes and visualise every step of your journey, minute by minute.
2. Write down each sustainable consideration and every question that arises that require further research.
3. Consider how you will ensure that your diligent work will be executed on the ground.
4. Realise how much time it will take.
5. Call your travel advisor.

Ultimately be more demanding of yourself. Ask yourself and your travel advisors more penetrating questions and above all don't settle for what you're told is the best most sustainable available. Know that everything is possible but you might have to persist, pay for what is not yet a standard service and perhaps even charm some people along the way to get it.

If something doesn't meet your criteria in the planning and execution, demand more or take your custom to a company that can support you with deliberate initiatives on all your sustainable or regenerative journeys.

QUESTIONS TO CONSIDER:

- Would you like to incorporate sustainable practices into your travel itinerary?
- Are you interested in supporting local communities and businesses during your journey?
- Do you value experiences that promote cultural understanding and appreciation?
- Would you prefer accommodations and activities that prioritize sustainability and responsible tourism?
- Would you like to be recommended places with eco-friendly practices as accommodations during your trip?
- Would you like to be recommended transportation options with lower carbon footprint like hybrid or electric vehicles?
- Would you like to be informed about responsible tourism guidelines during nature-related activities?
- Would you like to have reusable water bottles put at your disposal to minimize single-use plastic?
- Would you like recommendations on where exactly to find local artisans or markets to purchase souvenirs from, contributing directly to the community's economy?
- Would you like to consider participating in community-based initiatives or volunteer opportunities to give back to local communities?

DIFFERENT TAKES ON TRAVEL

In some ways did your last trip feel a little bit like your previous trip? Did everyone fall into the same roles doing the same kinds of things albeit in a different location? This is not entirely surprising. We'd probably have a much better time if we could leave our 'selves' at home.

It's possible that you could get more from your travel using a pattern interrupt to shake things up and revitalise the benefits you derive from spending time in other parts of the world.

Most travel companies, content with selling you a neat luxury package, won't tell you this in its simplest form travel consists of you spending some of your life in a different place, with new rules and a different more curious and perhaps playful mindset.

However, travel is an incredibly malleable concept that can be used in different ways to solve different needs, issues, problems or challenges.

The following concepts are all different ways of playing with the idea of travel each relevant for the discerning and the adventurous alike.

- Luxpedition
- The Great Game
- Esoterica
- Journey with no destination
- Lives of Others
- Pop
- Stay
- Grand Tour 2.0
- Honeymoon.El
- One Thing
- META Travel

BROWN & HUDSON



A BONUS FOR YOU

A BONUS FOR YOU

Our ARIA retainer has an annual charge of £11,650.

However, as an Itinerary Review Service client we are giving you your first year of ARIA retainer **free!**

Unlock the full spectrum of our unparalleled expertise, elevate your travel plans, gain invaluable insights, and ensure your journey is not just great but bespoke to perfection.

Based on a party of 4 people, on a 10-day European trip, involving two hotels and assuming typical luxury hotel charges typically we would be able to include 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 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 V.I.P Traveller Type Test (V.I.P 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. Also, in determining 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 energize your travel behaviour, we uncover the dominant motive, based on Maslow's hierarchy of needs theory. 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 Neidhardt et al. picture-based approach and 7-factor model to capture your dominant interests in terms of travel activities.

The test comes 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 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.

(V091225)



Exquisitely crafted, richer travel stories



BROWN  HUDSON



RICHER TRAVEL STORIES

Afghanistan, Antarctica, Arctic, Argentina, Australia, Bhutan, Bolivia, Borneo, Botswana, Brazil, Cambodia, Canada, Chile & Easter Island, China, Colombia, Costa Rica, Croatia, Cuba, DR Congo, Ecuador, Ethiopia, Fiji, France, Galápagos Islands, Greenland, Iceland, India, Indonesia, Iraq, Ireland, Italy, Japan, Jordan, Kenya, Laos, Lebanon, Madagascar, Malawi, Malaysia, the Maldives, Mexico, Mongolia, Morocco, Mozambique, Myanmar, Namibia, Nepal, New Zealand, North Korea, Norway, Oman, Panama, Papua New Guinea, Patagonia, Peru, Rwanda, Seychelles, Solomon Islands, South Africa, South Sudan, Spain, Sri Lanka, Sweden, Switzerland, Tanzania, Thailand, Tibet, Turkey, Uganda, United Kingdom, USA, Uruguay Vietnam, Zambia.