

CARRIER

WHAT'S TOP OF LUXURY TRAVELLERS' AGENDAS FOR 2024?

Carrier reveal their turn of the year campaign predicting how luxury travellers are set to explore the world in the coming year.



Manchester, January 2024

The experts at luxury tailor-made operator, Carrier, have unveiled 'The Agenda' – a collection of 50 handpicked holidays that they believe travellers should be adding to their wish list in 2024. In a post-pandemic world, they recognise UHNW customers are much more conscious of how short and precious life is, and when considering a holiday, it has re-energised them to seek out experiences that are more fulfilling and more memorable than ever before. Responding to this 'you-only-live-once' attitude and shift in behaviour, The Agenda is divided into five themes in favour of living life to the fullest and encouraging more personalised and meaningful travel.

Carrier's Head of Marketing Byanne Akbor says, "It's no secret that the turn of year is a time many of us hit *reset*. It offers a blank slate to plan for the year ahead and makes us think about how we might better our lives. It's an opportunity to get things right. From improving our health, relationships and work/life balance; to taking a digital detox, being more present and doing more of what we love – New Year's resolutions revolve around the important things that so often get neglected.

"In the same way, when holidaymakers are setting out their globetrotting agenda for the year ahead, we invite them to harness the power of travel to bring them greater joy in 2024. We want them to follow their passions and hobbies; encourage them to dream big; make time with their families really count; embrace being utterly pampered; and seek out more authenticity in the world. Whatever their motivations, we're here to inspire them to get the most out of their travels."

The Agenda campaign will provide dedicated support to their travel agents with a multi-faceted approach during this key booking period. Carrier's Strategic Partners were given the opportunity to overbrand the campaign and proposition it as their own, and Preferred Partners have been given a supply of unbranded copies of the piece allowing them to market directly to their own client

database. This is further supported with the production of a Campaign Marketing Tool Kit that is packed with unbranded assets to help agents promote the campaign including window displays, campaign videos, social media imagery and a digital campaign book to easily share and utilise across their own channels. To further assist their agent partners, Carrier have confirmed they will have extended opening hours on Saturdays until 3pm until 3rd February 2024, plus support beyond 5:30pm if needed.

BENEFITS OF FOLLOWING PASSIONS AND PURSUITS

It is well accepted that prioritising our hobbies and chasing a good time is important for bringing fun and excitement into our lives. Be it a particular sport, historical quest, wellness-based activity, or ecological endeavour, merging hobbies and holidays has long been valued. Today, it is becoming increasingly creative and personalised. The Agenda shortlists a multi-stop gastronomic adventure across South Africa, taking in experimental fine dining, as well as sampling the country's freshest flavours and authentic hospitality in the home of chef Nicky Gibbs. Over in the Maldives, eco-warriors can take on a meaningful marine journey at Intercontinental Maldives Maamunagau Resort, where they can expand their knowledge on the endangered manta ray and underwater ecosystems with expert biologists.

MAKING FAMILY TIME COUNT

The Agenda gives space to trips that are perfect for indulging in unfettered quality time with loved ones. Customers are not only approaching the family travel specialist for help in booking their holiday, but also seeking Carrier's expert concierge help in planning their time and creating special shared experiences once there. UHNW travellers are content with spending more on extras and upgrades, experiences and exclusive elements that will make their holiday even better. Carrier reports that their clients are also taking trips that are longer, or more complex – perhaps visiting more than one destination at a time – to make the most of their time away together and adding a new dimension to the traditional fly and flop. This chapter includes a twin centre itinerary to two different Caribbean islands, as well as featuring a cruise around The Americas in response to the tour operator seeing an increased demand for their cruise programme in 2023.

GOING BIG

In 2023, Carrier reported that bookings with a price point in excess of £100k had grown by 140% since 2019. In the last 12 months, this category of bookings represented almost 20% of their total sales. The higher value trips tend to be multi-generational or special occasion bookings and range from private island buyouts to once-in-a-lifetime holidays. Carrier's Managing Director Natasha Towey says, "This trend shows no sign of slowing down. We know our clients are keener than ever to make their dream trips a reality. Bucket-list trips are being fulfilled, and they're wanting trips that are marking life's milestones to be even more memorable". This collection encourages

travellers to dare to dream big and includes a selection of private residences such as Necker Island in the British Virgin Islands and the brand new villas at Ikos Andalusia in Spain for those big and private get-togethers, to experiences in iconic cities like New York and extraordinary gorilla trekking trips to Rwanda.

FINDING AUTHENTICITY

Carrier have dedicated a chapter in The Agenda to truly authentic journeys. Head of Product Simon Jeffries says, "We believe that the real value of travel is not just in the places you visit, it goes much deeper than that. It's in the connections you make with the local people, culture and environments that you immerse yourself in. A sense of place is no longer enough – travellers want to experience the *essence* of a place. We aim to offer trips that do more than scratch the surface of the destinations they visit and encourage closer, more private or extended encounters and interactions with wildlife or people from the local community". This collection includes exploring old villages and lively markets, attending a traditional puppet show and learning new skills alongside local artisans in Thailand, to one-on-one bush walks and night safaris with Masai guides in Tanzania.

BEING PAMPERED IN PRIVACY

With a selection of holidays that embody the epitome of luxury and feature elevated essentials that make all the difference, Carrier haven't overlooked classic luxury with a chapter devoted entirely to embracing being endlessly pampered in private spaces. As well as a truly bespoke and personalised service and access to the best concierge services, an increasing number of UHNW travellers want to feel like the only ones there. Highlights include Atlantis The Royal in Dubai where guests may never need to leave their suites thanks to personal butlers on hand to serve breakfast and put together surprises throughout the stay. As well as, holidays to a secluded villa tucked away among olive trees and orange groves at Verdura Resort, where services of a dedicated Canuscituri guides you to villages that time forgot and to secret spots in the heart of Sicily.

Akbor continues, "We believe that travel should be intentional, purposeful and, most importantly, thoughtful. At a time when it can be so overwhelming with many travel specialists publishing endless predictions, trending destinations, and lists of discounts for the year ahead, Carrier aims to help our agent partners break through the noise and invite and encourage their customers to instead look inward and pay attention to seeking out the travel experiences that will personally bring them the most joy. We hope our latest collection will help fill all those 2024 travel agendas with trips that are meaningful, whatever that may look like to individuals".

To view the full collection, visit: carrier.co.uk/agenda

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