

## CARRIER RELEASE A COLLECTION OF LIFE-ENHANCING JOURNEYS TO CHANGE THE WAY YOU TRAVEL IN 2025

*'Feel enriched' delivers holidays that go beyond 'five-star R&R'*



### **Manchester, February 2025**

The experts at luxury tailor-made operator Carrier, reveal their collection of hand-picked journeys dedicated to enriching lives. Taken from their turn-of-the-year campaign 'Feel Every Moment...', the section 'Feel enriched' features a selection of experiences that place immersion and engagement in the destinations and surroundings at the very heart of the holiday.

Carrier's Head of Marketing, Byanne Akbor says:

*"A holiday that can be summed up neatly as 'five-star R&R' is of course delightful, but our Feel enriched collection is designed to go much further than that. Some holidays are simply holidays, while others are considered 'travelling' - going beyond guidebooks and really soaking in the essence of the destination. The trips in this collection are designed to immerse travellers in the local culture, involve exploration of landscapes both foreign and familiar, and engage with the past; they are curated to be life-enhancing in the deepest of ways."*

While simply seeing the sights and landscapes of some of California's most iconic cities is enough for some, Carrier's 'Highway highlife' itinerary goes even further. Road-trippers will love cruising through San Francisco, Big Sur and Los Angeles stopping to take tours of off-the-beaten-track vineyards and going behind the scenes at Universal Studios Hollywood. Travellers can also board an eco-craft to cruise the waters of Monterey Bay, spotting humpback, orca and blue whales, which Carrier describe as a 'pinch me moment' of the itinerary.

New to Carrier's portfolio is their 'A bridge to the past' itinerary, taking in the man-made and natural wonders of Sicily.

Carrier's Product Manager for Europe, Liz Goodwin says:

*"Sicily is the Mediterranean's largest island, and it is positively overrun with history, mesmerising architecture and reams of breathtaking landscapes. Our itinerary connects travellers with our local experts on the ground to highlight Sicily in the most authentic of ways. It includes walking tours tracing the filming locations of The White Lotus, as well as touring Mount Etna in a 4x4 with spates of hiking with an Alpine guide. Foodies will love exploring the regions culinary offerings at the local wineries of Pachino and learning authentic Sicilian recipes at a hands-on cooking class. We have even included a tour of the Renaissance and Baroque buildings which are home to the opera of puppets; during the tour, guests can meet an artisan of handmade marionettes."*

For those looking to connect with the local way of life, be it the people, or the environment, when on holiday, Carrier highlight a selection of hotels that fit the bill. The family-run property of Borgo Egnazia facilitates experiences that are designed to allow guests to immerse themselves in local life such as olive oil tasting and trekking neighbourhood landscapes. While just a stone's throw from the historical sights of Athens, 91 Athens Riviera has the USP of being a sophisticated glamping resort; circling a tranquil lake, 'luxents' have private plunge pools and one of the riviera's best beaches is right on the doorstep.

Over in the Caribbean, which is famous for its paradise islands, Carrier's Feel Enriched collection highlights some of the lesser-known islands and 'unexpected gems.'

Jenny Basham, Product Manager for Beach says:

*"There are plenty of off-the-beaten-track places to explore including unspoiled Grenada where you'll find some of the finest nutmeg and cocoa in the world which you can try in St Andrew. The terroir comprises rainforests, waterfalls, and powder sand beaches, and over in the towns, especially the capital, St George's, you can find interesting, colourful harbours. In St Lucia, there's charming towns with bustling weekly markets and fishing villages that throw a street party every Friday night. The islands are brimming with possibilities beyond the well-known attractions, and we love showing our clients all the charm of the unfamiliar sites to help them experience a more authentic side to the Caribbean."*

A further addition to Carrier's offerings is a Mediterranean and Adriatic voyage with the sailing yacht cruise line, Windstar Cruises. Embarking on alternative expeditions to lesser-known places and ports, Carrier have teamed up with Windstar to showcase a journey of history delving into UNESCO World Heritage sites and idiosyncrasies such as the Bridge of Sighs in Venice and the iconic Vatican and Colosseum in Rome. To further explore, the operator recommends disembarking in Dubrovnik and discovering some of Croatia's best vineyards, or in Rome and looking inside one of the city's fashion houses with a walking tour that encompasses Gucci and Prada.

For further information on Feel enriched, or other themes in the Feel Every Moment... campaign, see [www.carrier.co.uk/feel](http://www.carrier.co.uk/feel).

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