

# How to reconnect with family and friends in 2025

Carrier identify top experiences that put loved ones at the heart of everything



## Manchester, January 2025

The experts at luxury tailor-made operator, Carrier reveal their collection of handpicked journeys dedicated to 'reconnection.' Taken from their turn-of-the-year campaign 'Feel Every Moment', the section 'Feel reconnected,' features a selection of experiences that place emphasis on celebrating togetherness.

ABTA Holiday Habits 2024-25 report captures why different generations go on holiday; they claim that an average of 63% of people said it was to 'spend time with their friends and family'. Carrier's Head of Marketing Bianne Akbor says "Our latest campaign *Feel Every Moment* explores travel through the emotions it evokes. At Carrier, we know that there's nothing more special than spending precious time in extraordinary places with your favourite people. The chapter 'Reconnected' highlights the power of connection, whether through shared meals, marking milestones, making new memories, or simply enjoying meaningful moments together. From multi-generational getaways to special escapes with friends, our team of experts have designed each journey to help travellers reconnect with those who matter most – and with themselves."

One of the key elements claimed to bring people together is food, and how 'mealtimes can punctuate and unite.' When it comes to feasting together, Carrier cites Dubai as a place where 'dining matters.' They recommend Atlantis, The Palm in Dubai for gastronomic

wizardry including famed chefs and menus, alongside underwater views and dining entertainment. Or heading away from the city into the desert to become connected further with local tradition. At Bab Al Shams, A Rare Finds Desert Resort, Carrier highlight how guests can enjoy Arabian open-air dining alongside dancers, musicians, and camel rides which they promise 'become the most cherished of memories.'

For those seeking family escapades, Carrier pen *The best of both worlds* – a city-and-safari family adventure in South Africa. Commenting on why she thinks it makes for the perfect family holiday, Carrier's Luxury Travel Designer, Katie Paterson says "*For adventurous families, a safari experience like this, is almost beyond words; you'll never forget the wonder of the first sighting of a rhino or black-maned lion – how special to experience that with the people you love most. Spending days together exploring on nature walks, indulging in local dishes by the campfire and sharing favourite moments under twinkling stars to the mesmerising sounds of the savannah. It has so many different elements that can bring families together.*" Carrier highlights the real 'pinch me moment' of the trip for families as reaching the top of Table Mountain by cable car and trekking to Maclear's Beacon for awe-inspiring views.

Encouraging families to relax and reconnect, Carrier propose one of Europe's favourite spots – Greece. Carrier's Product Manager for Europe, Liz Goodwin says "*With emphasis on the importance of taking time to breathe, recharge and bask in the moment for families on holiday, I'd recommend a stay at the calming hillside retreat of Daios Cove in Crete or the Grecotel Corfu Imperial where families can chill out on the Blue Flag beach or make memories together doing watersports or taking cooking classes.*"

For those travelling as a couple, Carrier shine a spotlight on those places further afield that are immersed in experiential tourism of the most romantic kind. In Cambodia, Shinta Mani Wild of the Bensley Collection, provides daring duos with the opportunity to connect over conservation efforts by accompanying rangers to check anti-poaching camera traps and board expedition boats to explore waterways. Or, exploring two-million-year-old caverns in Australia, while staying at the stunning Southern Ocean Lodge which is built above towering limestone cliffs surrounded by ocean waves.

For further information on Feel reconnected, 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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