

## CARRIER LAUNCHES AUTUMN CAMPAIGN TO BOLSTER AGENTS AND ADDRESS TRAVEL DILEMMAS

'*Luxury Uncovered – a guide to travelling in the know*' features travel inspiration and essential savings to support agents during a key booking period.



**September 2024:** Luxury tailor-made operator, Carrier unveils its exclusive autumn marketing campaign: '**Luxury Uncovered – a guide to travelling in the know**'. The six-week drive aims to support agents in securing sales for the remainder of 2024 and forward bookings for 2025.

Following the peak summer travel period, the campaign addresses the great travel conundrum – where to go next? In an industry brimming with endless experiences and an overwhelming number of options available to high-net-worth clients, Carrier is committed to providing solutions and easing the stress of navigating through the noise and messages. To combat decision paralysis, the 'Luxury Uncovered' collection presents 50 must-book holiday options, meticulously vetted by Carrier's expert team to showcase the pinnacle of luxury travel.

Carrier's Head of Marketing, Byanne Akbor, says, "*In a constantly evolving world of experience, some still manage to stand out and rise to the top. This year, our Product Managers and Travel Designers have personally explored 34 destinations across the globe, scouting out and curating the finest experiences for our most sophisticated customers. Their keen expertise and discerning eye have been instrumental in curating this collection of must-book holidays.*"

The 70-page brochure opens with a chapter dedicated to Carrier's '**Most wanted**', ranging from re-emerging favourite, eastern Sicily; a cool but classy summer itinerary in the Swiss Alps; and more tried and tested favourites in high demand. It's followed by '**The next big thing**' starring One&Only's newcomers in Greece, alongside a castaway stay at Miavana, in the spirit of Madagascar's increasing popularity.

For those searching for the unique or lesser known, '**Rare beauty**' boasts the best of them all, from starry nights in Octola's exclusive Aurora Glass Suite, to a remote expedition at Shinta Mani Wild in Cambodia with Adventure Butler's on hand. With September being the ideal time of year to showcase seasonal offerings, '**Winter vibes**' offers ski and snow adventures (notably COMO's newest ski-in ski-out resort) beside both short-haul and far-flung sunshine options across the Caribbean and Canary Islands.

Carrier understands the added stress that comes with finding the best destinations and hotels for groups, so their family ranges are always designed to provide the perfect balance of grown-up style and kid-approved experiences. '**Top of the class**' includes a jam-packed adventure exploring Kenya's kingdom of safaris and living out the wildest Disneyland dreams in Orlando.

The campaign offers more than inspiration for agents and their clients. It features over-branded materials for Carrier's preferred partners and a Marketing Tool Kit comprising resources such as window displays, videos, social media assets, and a digital campaign book for effortless sharing across multiple channels.

Sales & Commercial Director, Rick Milne, commented, *"As always, our latest campaign, has been designed with our agent partners in mind. We recognize that the agents we collaborate with highly value our support in helping them stand out in a competitive market, especially during crucial booking periods like September. The content included is designed to help them attract and inspire HNW and UHNW audiences as they secure their final holidays for 2024 and start planning for next year. We also recognise the need to help agents showcase top offers at a time when good value is appreciated and have included a selection of savings and added benefits for many of the properties featured in the campaign."*

For further details about the campaign visit [carrier.co.uk/luxury-uncovered/](https://carrier.co.uk/luxury-uncovered/)

For more information on specific agent activity, please contact our Agency Sales team on [agencysales@carrier.co.uk](mailto:agencysales@carrier.co.uk).

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