

A Gust of Transformation – What Do Sophisticated Travelers Want



A storm of revolution is raging through the world of indulgent lodging as increasingly sophisticated travelers deepen their search for extravagant encounters with the world around them. No longer satisfied with exclusive luxury and unbridled pampering of traditional Luxury Palaces of Europe. The goal of this important market segment now focuses on inward and outward journeying with a true sense of purpose.

As they quest for ultimate relaxation, rejuvenation and adventure in powerfully memorable locations, these seekers desire nothing less than the ultimate traveler's grail; transformation through unequaled authentic experiences that provide deep personal meaning and growth; resulting in melding with the world around them.

A Fresh Gaze at Indulgence

The industries attempt to satisfy these growing desires for meaning through increased levels of branded luxury, and "old world service" is simply not enough! This more traditional formula depends on providing a constant pressure of artificially created events and sensations in an authentic formula that never truly fulfills the search for transformative encounters.

The endlessly competitive drive to sell “what’s new” can never provide the lasting quality of experience that modern travelers who epitomize the term “Real Tourism” are now seeking.

As a counterbalance to this highly competitive hospitality model, a more enlightened approach to travel with meaning is now emerging based upon the realm of “authentic discovery”. What is authentic discovery? It’s Petra by night. Your own island in the Caribbean without SKYPE or Cell Phones; an Mt Lodge Retreat in Africa overlooking uncharted tree tops or a trek through Nepal or Mongolia or Bhutan lead by a local inhabitant. No air-conditioning or Perrier allowed!