

## CARRIER LAUNCHES *OUR WORLD FOR TAILOR-MADE TOURS*: A CURATED LOOKBOOK OF BESPOKE TRAVEL EXPERIENCES

*The highly stylised publication completes the luxury tour operator's 'Our World' collection*



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Luxury tour operator Carrier has unveiled *Our World for tailor-made tours* – an elevated travel lookbook spotlighting bespoke expeditions across the globe. More than a directory of destinations and hotels, the publication showcases artfully crafted itineraries designed to inspire and guide travellers seeking immersive, multi-centre journeys.

Rebecca Turner, Carrier's Head of Product, commented:

*"This is a special publication for us. Not only does it complete the Our World collection which we first launched in 2020, it also focuses on the complex touring itineraries we've been creating since the very beginning. It reflects Carrier's roots as an Africa specialist – our love for Africa inspired us to expand our offerings globally, celebrating cultures and countries to be explored in their richness."*

With 40% of Carrier's overall business now dedicated to tailor-made travel – and an average booking value of £36K – Turner explains what 'tailor-made' means for Carrier:

*"For us, it's about journeys that go beyond single centre, fly-and-flop beach holidays. These are multi-stop itineraries, often across Africa, Asia and the US, where three-quarters of bookings include two or more destinations, and 60% include three or more. These trips require a greater degree of planning and creativity, which is exactly what Our World for tailor-made tours is designed to support."*

*It's a source of inspiration for clients who may not have a set destination in mind, or who may need help pairing locations to create a seamless experience."*

Turner adds: *"We've featured sample itineraries with standout hotels and exclusive experiences that feed our travel curiosity. These adventures embrace cultural immersion and meaningful connections with local communities. Our goal is to help clients truly get under the skin of a destination."*

The book highlights destinations synonymous with touring, including Africa, Australasia, Asia, and North America. Alongside classic hotspots, Carrier presents twin-centre combinations that blend beach and adventure – such as Sri Lanka & the Maldives and South Africa & Mauritius.

Recognising a shift in travel trends, Carrier has also dedicated a chapter to complex itineraries within Europe. Liz Goodwin, Product Manager for Europe, explains:

*"Europe has traditionally been a beach destination for Carrier, but since COVID, we've seen a steady rise in multi-centre enquiries. We're well-positioned to meet this demand. The book includes Greek island-hopping itineraries that showcase the unique character of each island, a twist on Iceland's Golden Circle with experiences like wild dining and helicopter tours, and a summer escape to Switzerland. We suggest alternatives to avoid crowds – such as staying in Crans-Montana instead of Zermatt and opting for the Panoramic Express over the Glacier Express for a comparable scenic journey."*

Taking the centre spread of the book is a preview of Carrier's latest collection of journeys, Limitless, which is dedicated to extra-special trips, ones where budget is no option and there are no holds barred. Our World for tailor-made tours features four touring itineraries from the range including a lavish trip to Indonesia discovering Bali and the lesser-known islands, an extraordinary private safari in East Africa and a voyage around the ethereal landscapes of Antarctica with PONANT.

New additions to Carrier's portfolio include Japan, introduced in June, and a refreshed Zambia offering featuring new lodges and experiences. Amanda Bailey, Product Manager for Africa, shares:

*"Zambia is raw and wild. While Victoria Falls draws attention, it's a relatively undersold destination but there's so much more to discover. South Luangwa is the birthplace of the walking safari and home to a high density of leopards. The diverse landscape makes it easy to combine camps and pair with Lower Zambezi for a unique mix of land and water experiences. With recent lodge investments and our own FAM trips, we're equipped with firsthand knowledge to actively recommend Zambia – a destination we expect to grow in popularity."*

The book also explores alternative touring styles with dedicated sections on cruise and rail – from rail journeys through Canada's snowy peaks to expedition voyages around northern Australia.

Finally, Carrier champions the idea of 'lingering longer' in gateway cities – not just to break up long journeys, but to double the cultural experience. For example, their *Go east to the Maldives and Dubai* itinerary pairs the vibrant energy of Dubai with the serene beauty of two Maldivian islands, offering travellers a blend of urban exploration and marine conservation.

*Our World for tailor-made tours* reinforces Carrier's position as a leader in luxury, personalised travel. With a deep understanding of complex itineraries and a passion for curating meaningful experiences, the operator continues to inspire discerning travellers to explore the world in more thoughtful and

imaginative ways. This latest publication is not just a showcase of destinations – it's an invitation to discover the art of tailor-made travel.

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