

## **SMALLER GROUPS, BIGGER EXPERIENCES; CARRIER LAUNCHES LIMITLESS: INTIMATE ESCAPES**

*With high-value bookings growing and travellers' behaviour shifting, the new collection focuses on intimate escapes shaped by insight, exclusivity and cultural depth*



### **Manchester, March 2026**

Luxury tour operator Carrier has unveiled *Limitless: intimate escapes*, the next evolution of its ultra-high-end travel concept designed to inspire travellers to imagine – and experience – journeys without boundaries. Building on the award-winning inaugural collection launched in 2025, which centred around ‘all-out celebrations’ for large multigenerational parties and complex itineraries, the new volume shifts towards a more refined, intimate direction.

While the overarching Limitless ethos remains unchanged, this edition has been intentionally shaped for travellers seeking extraordinary experiences on a smaller scale. These clients typically spend between £60-100k on a single trip, and continue to demand imaginative, immersive and boundary-pushing travel – but with reduced party sizes and more personalised experiences.

## **A shift driven by traveller behaviour**

Data from the past year shows clear movement towards intimate, ultra-luxury travel. In 2025, Carrier's average party size for £100K+ bookings was 8.5 people, reflecting the large celebration-style experiences featured in last year's edition. In contrast, travellers spending £60-80K travelled as smaller groups, averaging 5.5 people: 44% of those bookings were parties made up of 2-4 adults; 40% were families with young children; and the remainder were larger adult groups.

This trend has only strengthened into the new year. 2026 trading shows bookings of this type are up 13% and revenue is up 21% year-on-year, with the current average booking value at £76K – a 7.5% increase on last year. Early 2026 demand is strongest for Barbados, Canada and the Maldives, with December and July emerging as the most popular months for travel.

Carrier's Head of Product, Rebecca Turner explains:

*"Last year we saw a 13% increase in bookings over £100K, with destinations such as the Maldives, US and Middle East dominating. But we also noticed rapid growth in the same aspirational, anything-is-possible holiday styles – just with fewer people. Bookings between £60-100K rose by 45%, and we've seen that momentum continue into 2026. So, this year's Limitless collection intentionally focuses on intimate journeys. Instead of waiting for those rare 'once-in-a-lifetime' group celebrations, we're giving inspiration to couples planning a milestone birthday, families wanting a truly elevated summer holiday or clients who want to travel in extraordinary ways without needing a full buyout or world-spanning itinerary."*

## **A curation led by data, elevated by imagination**

The destinations featured have been selected using clear booking patterns in this price bracket, then enhanced by Carrier's product experts with newly available product, rising-demand regions and exclusive experiences that elevate classic routes.

This includes increased interest in smaller Caribbean islands such as St Barths, a sustained appetite for culturally immersive Japan itineraries, and continued popularity for combining Seychelles beach stays with exploration-rich cruising.

Carrier's Managing Director, Natasha Towey says:

*"Limitless: intimate escapes, reflects where ultra-luxury travel is heading towards experiences that are not only indulgent, but deeply meaningful, culturally rich and often impossible to access without specialist expertise. Our Product Team has created a range*

*that offers both celebration-scale grandeur and quiet, intimate luxury – all delivered with meticulous craft and care.”*

### **What’s new in *Limitless: intimate escapes***

#### *A broader global mix*

Whether the Mediterranean or Japan, Sri Lanka or the Seychelles, or even Antarctica via South Africa, this edition offers the most diverse collection yet. It spans private yachts, world-class cruising, immersive cultural journeys and elevated villa stays. Each region has been selected based on demand trends and enhanced with newly available products or exclusive experiences now accessible at this level.

#### *A stronger emphasis on cruising*

Interest in ultra-luxury cruising continues to grow. While private yachting enquiries rise year on year, *Limitless: intimate escapes* showcases the full spectrum – from an epic 128-day Explora Journeys world voyage to boutique sailings, including a private yacht exploration of Sardinia.

Chartering a yacht remains one of luxury travel’s most under-stated advantages: combining full access to water sports with effortless entry to secluded coves and untouched beaches. This edition also introduces a curated “cruise and stay” experience in the Seychelles, reflecting increasing demand for itineraries that blend luxury sailing with tailored beach escapes for a seamless, highly personalised multi-centre itinerary.

#### *Deeper cultural access*

This volume places strong focus on arts-led, expert-guided and insider experiences in culturally rich destinations such as Sri Lanka and Cape Town. Travellers can expect deeper immersion, private arts access and encounters with creators, specialists and cultural custodians.

A highlight is the new ‘*Japan’s Finest Arts*’ itinerary, inviting travellers to explore the archipelago’s storied heritage through its enduring artistry. Carrier’s on-the-ground connections unlock rare experiences such as private sushi making with a master chef, observing gold-leaf craftsmanship from a generations-old family atelier, and creating a personal kintsugi ceramic piece to bring home.

#### *More family-focused luxury*

Last year saw a rise in villa and chalet bookings at this level, confirming that private residences remain a top choice for families seeking space, privacy and ease. New

standouts include villa stays at the iconic Sandy Lane in Barbados and the new Three Bedroom Villa with private pool and marina view at Halkidiki's Sani Asterias.

For theme-park enthusiasts, an Orlando Ultra-VIP experience removes all the stress of planning. Private tours, expert guides, hotel-based character meet-and-greets, reserved seating at shows and behind-the-scenes access ensure families get the most out of their time away.

*Higher exclusivity overall*

Travellers can expect rare, once-in-a-lifetime opportunities such as a same-day Antarctica fly-in – an unexpected, snow-laden twist to a classic Cape Town pairing. Designed for those wishing to dip their toes into polar extremes, a private jet whisks guests from the South African sunshine to otherworldly landscapes for adventures including frozen-cliff abseiling, ice-cinema screenings and champagne picnics before returning to the culinary riches of Franschhoek.

The collection also features new immersive slow-travel cruising routes across Asia, Arabia and the Mediterranean, along with yacht escapes crafted for the most discerning travellers.

View the new Limitless: intimate escapes collection [here](#).

View the full Limitless collection [here](#).

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