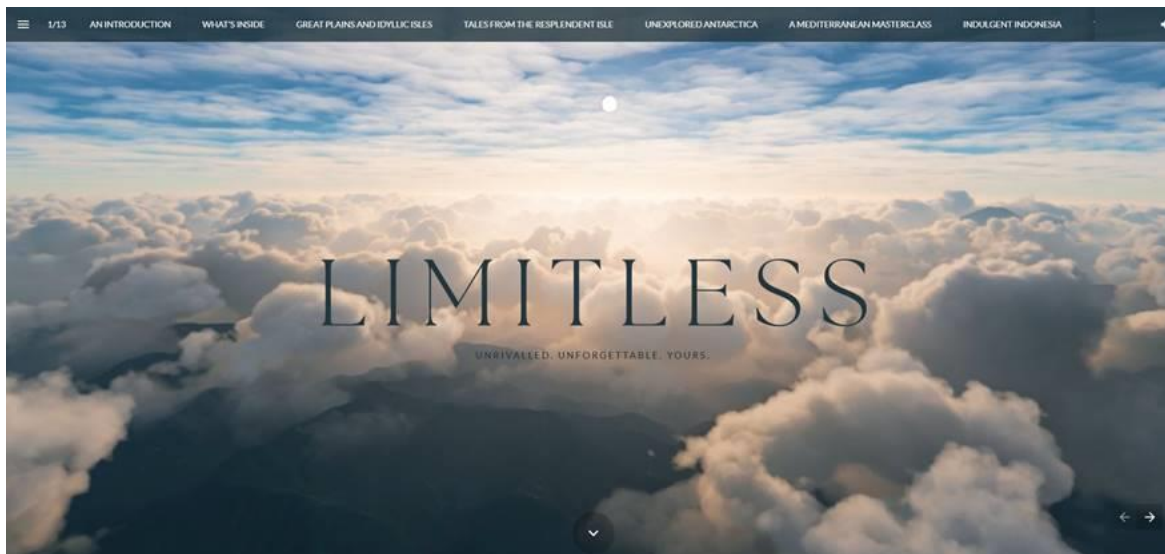


CARRIER LAUNCH NEW PRODUCT RANGE TO INSPIRE HIGH-NET-WORTH CLIENTS



Manchester, April 2025

Luxury tour operator Carrier have unveiled their latest collection: *Limitless*, designed to give inspiration to travellers of the type of experiences that are possible without any limits. Dedicated to extra-special trips, ones where budget is no option and there are no holds barred, the range has been put together by their expert Product team in response to the growing demand for bookings of this nature.

The operator reports that they have seen a steady growth in the number of bookings in excess of £100K, which they also refer to as ‘high value bookings’ over the last few years. In 2023, those bookings represented almost 20% of their total sales which was an increase of 140% compared to 2019. In 2024, the operator has seen further growth with high value bookings representing 23% of total sales, with revenue for these bookings increasing by 44% YoY. In 2024, along with one of their preferred agents, Carrier facilitated a booking worth just over £2 million which is thought to be among the trade’s biggest-ever sales.

Carrier’s Managing Director Natasha Towey says:

“We continue to see a steady growth in the number of high value bookings we have coming in. These trips tend to be multi-generational or large groups travelling together. They are usually to mark special occasions, tick off once-in-a-lifetime and bucket-list dreams or embark on grand family adventures. The bookings have an average of 7 passengers and are also for longer durations of around 19 days.

“Our Limitless collection features a selection of big-ticket getaways aimed at an UHNW audience. This sample range is designed to inspire clients about the possibilities for multi-gen celebrations, once-in-a-lifetime trips, big family adventures etc. – we show that the options are indeed Limitless.”

The Limitless collection features six brand-new itineraries spanning the world, as well as four buy-out options, with the majority centring around group travel. Itineraries include trips to Africa, Sri Lanka, Indonesia and Antarctica, as well as a European multi-centre itinerary piped to give classic family summer getaways a ‘shake up’. The lavish journey for six people includes stops in mainland Greece and the Athenian Riviera, as well as Italy’s rural Puglia and ever-popular Venice, flying exclusively by private jet and private helicopter and with stays in the top category of accommodation across all hotels. Like all inclusions in the range, this itinerary is packed with experiences such as dance workshops, olive oil tasting and even a private walking tour of local architecture with a papier-mâché masterclass to create your own statue.

Four buy-out options include making private island dreams a reality at Soneva Secret in the Maldives or Necker Island in the British Virgin Islands. A further private island escape includes Blue Safari in Seychelles, where conservation and marine experiences are at the forefront of the trip. For ultra-exclusive festive escapes, Carrier recommend a buy-out of Octola Private Wilderness in Finnish Lapland which promises a magical experience for both adults and children alike.

To discover the full collection, see: [Limitless Journeys | Carrier Luxury Holidays](#).

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For press enquiries, packages or images please contact:

Char Connolly

E: charlotte.connolly@carrier.co.uk