

ULTRE CLIENT PROFILES

The following information can be used as reference material in order to create better tailored itineraries

There are some commonalities amongst the various profiles.

All clients are:

- Very Wealthy - US\$100 Minimum Net Worth
- Stay ONLY in the top suite/villa of any hotel/resort
- Travel at least FIRST CLASS, but often by Private Plane
- Require Very Detailed Scheduling/Planning in order to maximize their vacation time
- Do NOT want to waste time waiting for anything so everything must be pre-booked, pre-arranged, pre-paid
- Value Privacy

Ultré: Bespoke Ultra Luxury Travel

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CLIENT PROFILE NO. 1

OLDER COUPLE - Age: 50s to early 60s

With their children are already in University or having graduated, they have the time and the financial means to travel anytime they wish. This type of couple, well-established and in their 50s, enjoys luxurious and culturally immersive travel experiences. Given their wealth and appreciation for quality, they'd prefer high-end accommodations, opting for renowned hotels or resorts that offer personalized services, stunning views, and a blend of modern comfort with a touch of local charm.

TRAVEL PREFERENCES

Cultural Exploration: They might be drawn to destinations with rich histories like Kyoto, Rome, or Marrakech, where they can explore ancient landmarks, museums, and art galleries.

Experiential Tourism: Engaging in activities such as private tours, cooking classes, or exclusive access to local artisans' workshops pique their interest.

Fine Dining: They seek out Michelin-starred restaurants or exclusive dining experiences to savor local cuisines and gourmet dishes. Private dining options or chef's table experiences appeal to their refined tastes.

ACCOMMODATIONS

Luxury Hotels & Resorts: They stay in iconic properties renowned for their opulence, personalized service, and unique offerings. Places like Aman Resorts, Four Seasons, or boutique luxury hotels with spa facilities and scenic locations catch their attention.

Suite or Villa Accommodations: They prefer suites or private villas within these hotels, offering more space, exclusivity, and personalized services.

DINING

Fine Dining Establishments: They seek out top-rated restaurants known for their exquisite cuisines and unique dining experiences. Michelin-starred venues or restaurants with renowned chefs and innovative menus would be on their list.

Local Gastronomy: They also appreciate authentic, upscale local eateries where they can sample traditional dishes prepared with a modern twist.

ACTIVITIES

Private Tours: Engaging private highly qualified guides for historical tours, cultural excursions, or exclusive access to landmarks appeal to their desire for personalized experiences.

Art & Culture: Exclusive visits to museums, galleries, and attending cultural performances or art exhibitions might be on their itinerary.

Wellness & Spa: Relaxation and rejuvenation through exclusive spa treatments, yoga sessions, or wellness retreats interest them.

Overall, they'd likely prioritize quality, exclusivity, and authenticity in their travel experiences, seeking a balance between luxury, cultural immersion, and relaxation. They value bespoke itineraries tailored to their interests and preferences, ensuring a truly memorable and personalized travel experience.



CURATORS OF EXTRAORDINARY JOURNEYS

CLIENT PROFILE NO. 2 : YOUNG COUPLE – 30s



Younger affluent couple in their 30s have slightly different travel preferences compared to their older counterparts, seeking a mix of luxury, adventure, and trendy experiences.

TRAVEL PREFERENCES

Adventure and Exploration: They prefer destinations that offer a blend of adventure and luxury, such as Bali, Patagonia, or the Amalfi Coast, where they can indulge in both thrilling activities and upscale experiences.

Experiential Travel: Engaging in immersive experiences like hiking in remote locations, diving in exotic waters, or participating in local festivals and events appeal to them.

Trendy and Instagrammable Spots: They are drawn to trendy destinations that offer unique photo opportunities and vibrant social scenes.

ACCOMMODATIONS

Luxury Boutique Hotels: They would likely opt for chic and trendy boutique hotels that offer a blend of modern design, personalized service, and a hip ambiance. Properties known for their **Instagram-worthy** aesthetics might catch their attention.

Luxury Villas or Private Rentals: They might also consider renting luxurious villas or private residences in stunning locations for added privacy and a sense of exclusivity.

RESTAURANTS

Gastronomic Adventures: They'd seek out trendy and innovative dining experiences, perhaps favoring fusion cuisine or restaurants with experimental menus and unique concepts.

Local Street Food and Casual Dining: Despite their appreciation for fine dining, they might also enjoy exploring local street food scenes and casual dining spots that offer a taste of authentic local flavors.

Michelin-Starred Restaurants: They would enjoy fine dining experiences at Michelin-starred restaurants, relishing in exquisite cuisines crafted by renowned chefs. Places like Alain Ducasse's restaurants or The Fat Duck in the UK might pique their interest.

Culinary Experiments: They might also appreciate immersive dining experiences, like exclusive chef's table dinners or private cooking classes to learn local cuisines.



CURATORS OF EXTRAORDINARY JOURNEYS

CLIENT PROFILE NO. 2 : YOUNG COUPLE – 30s continued



BARS & CLUBS

Upscale Bars: For drinks, they'd prefer upscale bars with panoramic views or unique concepts. Rooftop bars like the Ozone Bar in Hong Kong or Bar Hemingway at The Ritz in Paris could captivate them.

Exclusive Clubs: If they seek nightlife, they'd gravitate towards exclusive clubs with VIP services and a sophisticated ambiance. Venues like The Box in New York City or Cirque Le Soir in London might align with their preferences.

ACTIVITIES

Adventure Sports: Activities like scuba diving, hiking, skiing, or skydiving could appeal to their sense of adventure and desire for thrilling experiences.

Nightlife and Social Scene: They might enjoy exploring trendy bars, rooftop lounges, and attending exclusive events or parties in the destinations they visit.

Wellness and Fitness: Engaging in wellness retreats, yoga sessions, or fitness-oriented activities like surfing or boot camps might be part of their itinerary.

FASHION BRANDS

High-End Designers: Young women gravitate towards haute couture and luxury fashion brands like Chanel, Dior, Valentino, and Gucci for their exquisite designs and quality craftsmanship.

Emerging Designers: They also have an eye for emerging designers, seeking out unique pieces from fashion capitals like Paris, Milan, and Tokyo. Studios and boutiques showcasing local talent would intrigue them.

Given their status and preferences, personalization is key. They might prefer tailor-made experiences, such as private yacht excursions, customized fashion consultations with renowned stylists, curated dining experiences, and VIP access to exclusive events or cultural shows.

Overall, younger couples seek a balance between luxury and adventure, with a focus on trendy, vibrant, and visually appealing experiences. They would likely prioritize unique, Instagrammable moments, adventurous activities, and a blend of upscale and casual experiences that reflect their dynamic lifestyle and interests. Customized, unique, and memorable experiences would be key for them.

CLIENT PROFILE 3

WEALTHY COUPLE WITH CHILDREN



Well-off couples in their 40s, accompanied by their 8 and 10 year-old children, like to seek family friendly luxury travel experiences that cater to both adult sophistication and child-friendly activities.

TRAVEL PREFERENCES

Family-Centric Destinations: They opt for destinations that strike a balance between adventure, relaxation, and cultural experiences. For example, Hawaii which offers a mix of beautiful beaches, volcanic landscapes, and family-friendly activities like snorkeling or visiting cultural sites such as Pearl Harbor. Costa Rica provides opportunities for exploring rainforests, wildlife spotting, and adventurous activities like zip-lining. And the South of France offers a blend of cultural exploration, stunning coastlines, and family-oriented activities like visiting historic towns or enjoying Mediterranean beaches.

ACCOMMODATIONS

Luxury Resorts with Family Amenities: They opt for high-end resorts known for their family-friendly facilities, such as luxury beachfront properties or resorts with extensive kids' clubs, pools, and activities catering to various age groups. Their choice of accommodation would revolve around luxury resorts that prioritize family amenities. They might opt for places like the Four Seasons Resort in Maui, which offers dedicated kids' clubs, family suites, and activities catering to different age groups. Alternatively, they would consider the Amanera in the Dominican Republic, known for its family-friendly facilities and secluded luxury villas.

Private Villas or Suites: For added comfort and space, they might consider accommodations that offer private villas or suites within family-friendly resorts.

DINING

Family-Friendly Dining: They seek out restaurants that cater to both adult palates and kid-friendly tastes, offering a diverse menu suitable for the entire family. Family-friendly spots with outdoor seating, accommodating staff, and a range of options, from local cuisine to international favorites, would be ideal. Places like beachfront cafes in Hawaii or charming bistros in Provence fit the bill.

Local Cuisine Exploration: Exploring local cuisines through family-friendly food tours or dining experiences that introduce the children to new flavors and culinary traditions are on their agenda.

CLIENT PROFILE 3 WEALTHY COUPLE WITH CHILDREN continued



ACTIVITIES

Family Adventures: Engaging in activities suitable for both adults and children, such as snorkeling, nature hikes, zip-lining, or exploring historical sites and museums. They might plan activities that appeal to both adults and children. For instance, in Costa Rica, they could explore the Arenal Volcano National Park, take a rainforest hike, and relax in hot springs suitable for the whole family. In the South of France, visits to historic towns like Avignon or family-friendly vineyard tours could be on their agenda.

Kids' Clubs and Entertainment: They might prioritize resorts or destinations that offer supervised kids' clubs, where the children can participate in age-appropriate activities while the parents enjoy some leisure time.

Educational Experiences: Visits to museums, interactive exhibits, or workshops that combine fun and learning could be included in their itinerary. They would prioritize destinations with historical significance or immersive cultural experiences that can be enjoyed by the entire family.

Family Time and Bonding: They would prioritize activities that foster family bonding, such as beach picnics, bike rides through scenic landscapes, or cultural tours designed to entertain and educate the children simultaneously.

Overall, the family-oriented itinerary would emphasize a mix of luxury and family-friendly experiences, combining activities that cater to both the parents' desire for relaxation and cultural exploration with engaging, fun, and educational experiences for the children. The focus would be on creating lasting family memories in a comfortable and enriching environment.