

Q3 Viewpoint



The Golden Age of Travel is Now

If you, like us, are seduced by the nostalgia and romanticism of The Golden Age of Travel, and have been inspired to become global explorers because of it, this is your time.

The glory days, seen through postcards, posters, and writer’s journals certainly paint a colourful picture of lavish, indulgent spaces and “authentic experiences”.

It was a period of significant progress in technology, transforming our modes of transport (air, water and land) and in doing so, opening up the world to those that could.

But in truth, those halcyon days were plagued with high health and safety risks, environmental impact, passenger discomfort, and often discrimination.

Nowadays, travel experiences are much easier and more accessible (some would argue too much if you’ve seen the recent photos from the summit of Mount Everest). Travellers revel in seeking out genuine, unique experiences, rising to the challenge of properly integrating with staff and locals, learning new languages and artisanal skills. For once, diversity is respected.

And we are beginning to rediscover the luxury of travel. Not just in the places that we stay, but our selection of means, i.e. chosen vehicle – be it plane, ship or train.

Although sales of private jets remain relatively flat, airlines are upping the ante on business and first class flight experiences responding to guests desire for personal space, privacy and personalised service.

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Raffles Hotel, Singapore

Ritz Carlton is due to launch its Yacht Collection in 2020 – the first time a luxury hotel brand has ventured into the world of cruising. No one understands the expectations of this experience more than Cunard. Combining legendary service with the experience of travel, unusually, a priority for safety was, and still is, key to Cunard’s reputation and success. They continue to be a leader in luxury travel.

There is even talk of reintroducing the airship as introduced by HAV who are developing a tourist-focused Airlander, an eco-friendly aircraft for luxury expeditions over attractions such as the Amazon and Grand Canyon.

The privilege of travel is reignited.

It is no coincidence that one of our long-term clients is Raffles Hotels & Resorts, and more recently, we collaborated with another heritage brand within Accor’s portfolio, The Orient Express. As Raffles Hotel Singapore reopens its doors later this year after a complete restoration, we will see the signature stories behind the names become more relevant and progressive and importantly still timeless.

Intimate and highly personalised experiences, exceptional comfort, sincere and genuinely passionate service are at the heart of luxury travel, allowing us to forge emotional connections with different cultures and different environments. We are so fortunate to live in a time of travel that is indulgent, safe and enriching.



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