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# REASONS

*our Niche Travel Approach*

is the bee's knees  for today's traveler

01



### It's Narrow

Broad, jam-packed destination packages are yesterday's news. Our Niche Travel Approach aims for fewer destinations, fewer hotels & fewer transfers, which equals more time for seeing things up close.

02



### It's Experiential

We knew it all along. [Virtuoso's 2018 Luxe Report](#) shows today's discerning travelers are seeking out active vacations more than ever before. The Niche Travel Approach has experiential at its core.

03



### It's Authentic

According to Deloitte's 2017 [Travel and Hospitality Industry Outlook](#), authenticity reigns with today's serious travelers. The Niche Travel Approach ditches touristy for authentic every time.

04



### It's Slow

The Niche Travel Approach takes frenzied right out of the picture by replacing those rushed, bucket-list-only items with experiences so delightful that travelers beg to sit, sip and savor.

05



### It's Hands-on Educational

Let's face it. Guided tours can include too much talking. That's why the Niche Travel Approach seeks out hands-on learning experiences. Plus, when you touch it, walk it or make it you also remember it.

06



### It's Shared

The Niche Travel Approach thrives on shared experiences with like-minded travelers, and as the [U.S. News and World Report](#) shows, multi-generational and skip-generational travel is trending in 2018.

07



### It's Profound

It was no secret to us, but [Virtuoso's 2018 Luxe Report](#) confirms it. Discerning travelers are seeking out in depth, personal experiences that reflect local culture. Superficial is out. Deep is in.

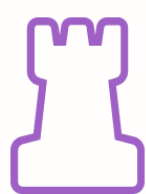
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### It's Green

We whole-heartedly agree with the [US New & World Report](#). Sustainable Travel comes in all shapes and sizes. The Niche Travel Approach's focus on local culture is as green as green can be.

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### It's a Bit Urgent

Thoughtful travelers want to see places that are unspoiled, which is why the Niche Travel Approach encourages visiting places that are disappearing or facing future over-crowding. We say, don't wait.

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### It's Spontaneous

The Niche Travel Approach encourages travelers to leave room in a trip for a sense of wonder to emerge. It's time to sack those over-scheduled itineraries for flexible ones that foster spontaneity.

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