

TRAVEL AND HOSPITALITY

Silversea draws inspiration from "dream destinations" for bespoke series

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Silversea's Couture Collection includes an Antarctic package. Image credit :Silversea

By STAFF REPORTS

Monaco-based Silversea Cruises is taking travelers to remote locales in a collection of land experiences.

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Designed as pre- or post-cruise excursions, Silversea's inaugural Couture Collection includes trips to far-flung destinations such as Antarctica and Tibet. Tour operators are working to differentiate their offerings through off the beaten path destinations, looking to inspire frequent travelers with places they have not visited before.

Land meets sea

Silversea's 2018 Couture Collection includes a selection of nine fully escorted experiences, limited to small groups, which range in length from five to 11 days. These are designed to be easily combined with one or more of Silversea's cruises.

When building these travel itineraries, Silversea first took its cues from its consumers themselves. A survey it conducted with those who traveled to North America dug into the most sought-after destinations.

From there, Silversea's "experience architects" curated each detail of every trip using their knowledge of the destinations. For instance, a trip to India includes private flights, tiger tracking, travel on a vintage rail and exploring dunes by Jeep.



India is one of the destinations for Silversea's 2018 Couture Collection. Image credit: Silversea

Those who travel to Iceland will take part in a Champagne toast alongside a waterfall, bird watching and lunch atop a volcano.

"Our guests are seasoned luxury travelers looking to discover the least accessible corners of our planet, where nature can still astound with its untouched beauty," said Manfredi Lefebvre d'Ovidio, executive chairman of Silversea, in a statement. "The Couture Collection reveals the most exotic places, cultures and people on carefully curated journeys that feature all the extraordinary touches of comfort and luxury for which Silversea is renowned."

These trips were designed by Conrad Combrink, vice president strategic development expeditions and experiences, with Mr. d'Ovidio providing additional oversight. Starting prices for the journeys range from \$12,499 per person to \$78,000 per person.

As consumers show interest in out-of-the-box travel, tour operators are responding.

Similarly to Silversea's land excursions, TCS World Travel has announced its new Uncharted series of small-group private flights and trips to several little-visited and oft-forgotten destinations.

Starting later this year, customers can book a private flight with TCS and be taken on a 15 to 20 day tour of a specific destination. The move is an attempt to give customers the luxury treatment while still allowing them to visit places off the typical beaten path ([see story](#)).