

TRAVEL AND HOSPITALITY

TCS World Travel helps consumers connect to their roots

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TCS World Travel is launching a new heritage-focused service. Image courtesy of TCS

By STAFF REPORTS

Tour operator TCS World Travel is partnering with a genealogy firm to create bespoke journeys for clients that let them delve into their personal family history.

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TCS is working with Heritage Consulting to create itineraries based on a traveler's specific family tree, such as meeting distant relatives or visiting locations where an ancestor would have worked. DNA testing has taken off as a trend and has guided some consumers' travel plans, but TCS' alliance aims to make the experience more targeted.

Trip through time

Heritage Consulting has researchers in 25 countries. The genealogy experts will uncover a TCS clients' family history, which the tour company will then use to plan an itinerary.

Guests who already know about their genealogy can share details with TCS' heritage concierge to have them build a trip.



TCS is working with Heritage Consulting. Image credit: Heritage Consulting

The journeys will be based on consumers' hobbies and interests.

For instance, a traveler could go to visit the college where his or her grandparent studied.

In Asia, consumers can visit the temple where their great grandparents were married and recreate the ceremony and reception.

Other heritage-inspired experiences include creating custom whisky in Scotland and taking a cooking class in Russia.

If consumers wish, they can have a photographer join them on their journey to document the trip. TCS will then send the traveler a leather bound book of photos after they return from the travel through time.

"With the growing interest from guests hoping to retrace their family roots through travel, we saw an opportunity to provide them with the most bespoke heritage travel experience possible their own curated Legacy Journey," said Shelley Cline, president of TCS World Travel, in a statement. "By partnering with a genealogy research service, our new heritage concierge can plan trips that go beyond the broad trends of DNA tests and provide incredibly meaningful experiences that connect couples and multi-generational families with their ancestors and roots."

Genealogy-themed travel has been on the rise.

Cruise line Cunard is going back into its history to give guests interested in their ancestries a special opportunity, catering to the experience-driven traveler.

Affluent travelers today are looking for unique experiences over amenities, which has inspired travel brands to push boundaries in creating new itineraries and activities. In keeping with this strategy, Cunard is partnering with Ancestry.com to provide an impactful trip around New York's Ellis Island, personalized for each traveler ([see story](#)).

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