

TRAVEL AND HOSPITALITY

Black Tomato appeals to affluent families with immersive learning opportunities

October 26, 2021



Travelers can immerse themselves in the Llanero culture in Colombia. Image courtesy of Black Tomato

By SARAH RAMIREZ

Bespoke travel company Black Tomato is introducing educational travel experiences as it focuses on purpose-driven, family-friendly offerings.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Through "**Field Trip**," families can incorporate a la carte classes into their global itineraries. The educational and experiential programming is geared to young adults and spans multiple subjects that support positive social impacts.

"Increasingly, we are witnessing firsthand how family travel is a cornerstone of our business and a space that is constantly evolving," said Tom Marchant, cofounder at **Black Tomato**, London.

"Our clients inspire our offerings, and Field Trip is the culmination of hearing firsthand the increased desire to offer educative travel experiences as part of larger itineraries," he said. "Field Trip experiences can be dialed-up, or dialed-up, so it is straightforward, and our hope, inspiring."

Educational globetrotting

Field Trip features eight educational experiences each across eight disciplines, for a total of 64 unique offerings.

For instance, a sustainability course could involve half a day spent with the Zabbaleen community in Cairo or a full day tracking the Dugong, a marine mammal, in Thailand. Meanwhile, history offerings include an exclusive evening tour at the Acropolis Museum in Athens complete with a private dinner on the museum's terrace or joining an archaeological excavation in Egypt, among other options.



The Acropolis Museum in Athens, Greece. Image courtesy of Black Tomato

The subjects explored are history, the arts, language and culture, STEM, sustainability, social studies, religious studies and Earth sciences. While the classes are developed for children ages 12 and up, some courses are more appropriate for older students and some experiences may be seasonal.

Described by Mr. Marchant as "educational hits," the immersive programming is designed to be added to a travel itinerary or serve as the springboard to plan a trip as opposed to educational tours lasting several days or weeks.

Other lesson highlights include an immersion with semi-nomadic cowboys in Colombia; a boat cruise on Scotland's Loch Ness; a filmmaking course in Havana with Cuba's International Film and TV School and an audio-visual tour at the European Organization for Nuclear Research in Geneva.



Future filmmakers can learn about the industry at Escuela Internacional de Cine y TV in Havana. Image courtesy of Black Tomato

All Field Trip experiences can be fully customized or scaled up or down to fit a client's needs, a Black Tomato hallmark.

"As our clients continue to grow their families, and their families naturally mature, we evolve and grow with them and Field Trip was designed to appeal to school-aged children with out of this world experiences, but also ones that will have evergreen interest and appeal for all ages," Mr. Marchant said.

"Inspiring a younger, and arguably the most socially-engaged, conscious and curious generation with impactful and unique experiences is key for why we set out to create these modules, with unheard-of access around the world."

Immersive travel

Black Tomato has cultivated its reputation as a leading luxury tour operator by introducing various bespoke packages that allow travelers to enjoy in-depth experiences.

Travelers who participate in the agency's Get Lost program will not know where they are venturing until they arrive at their destination, requiring them to give up a level of control over their travel plans. Offering a taste of adventure and disconnection, the service revolves around remote points on the map, allowing a vacation to be a holistic physical and mental journey ([see story](#)).

In addition to Field Trip, Black Tomato recently introduced another program aimed at families looking for bespoke and elevated trips.

The Take me on a Story program will provide families itineraries, lodging and educational activities based on

popular children's books. Trips offered include to Oxfordshire, inspired by *Alice's Adventures in Wonderland*; Alaska, inspired by *The Call of the Wild*; Morocco, inspired by *Arabian Nights*; Iceland, inspired by *Journey to the Center of the Earth* and the British Virgin Islands, inspired by *Treasure Island* ([see story](#)).

"We are driven to innovate, to uncover rare, extraordinary travel experiences for our clients that haven't been done before," said Black Tomato's Mr. Marchant. "This is at the very core of our DNA at Black Tomato.

"Facilitating epic, immersive and truly rare hands-on moments in travels that are unforgettable, is central to what we do, and Field trip is emblematic of our vision of what truly transformational travel means," he said. "Field Trip will join an evolving library of transformational experiences including Get Lost and Bring it Back travel series that are designed to help answer life's big questions and tap travel as a unique canvas to fuel change within ourselves."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.