

TRAVEL AND HOSPITALITY

Black Tomato invites travelers to follow Agatha Christie's footsteps

February 9, 2022



Travelers can follow in iconic author Agatha Christie's footsteps around the world. Image courtesy of Black Tomato

By KATIE TAMOLA

Bespoke travel company Black Tomato is fostering the love for literature through new packages inspired by renowned mystery author Agatha Christie.

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Black Tomato is working with Agatha Christie Limited and the author's great-grandson as the organization's official travel partner in celebrating 100 years since the author's Grand Tour. To mark the anniversary, Black Tomato is curating several journey packages that will invite consumers to follow in the beloved writer's footsteps through Africa, Australasia and more.

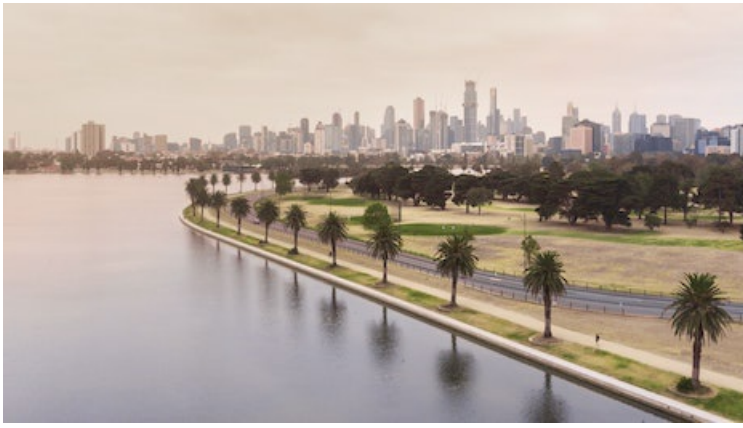
"For us, what we wanted to offer was the opportunity to travel in Agatha Christie's footsteps, but by offering a decidedly modern and elevated take," said Brendan Drewniany, director of communications at **Black Tomato**, New York. "What's unique is that this is not a one-sided travel series, but an intimate collaboration with Agatha Christie Limited and in turn, her family.

"It is our hope that these itineraries reveal that intimacy and will draw travelers in much in the way that mystery's doyenne herself drew in readers with her lyrical and unequalled knack for storytelling."

Recreating beloved journeys

In 1922, Ms. Christie began on a 10-month journey around the world. She left her two-year-old daughter at home with her sister, writing detailed weekly correspondence to her mother in which she described the places and people she met.

Following Black Tomato's 2021 "Take me on a Story" series ([see story](#)), Agatha Christie Limited approached Black Tomato to collaborate in celebration of Ms. Christie's renowned journey.



Destinations include Australia and North America. Image courtesy of Black Tomato

In 2022, Black Tomato has reimagined the beloved author's journey with "The Great Adventure" collection of itineraries. The experiences also debut ahead of the Feb. 11 premiere of the latest *Death on the Nile* film adaptation.

Ms. Christie's great-grandson, film producer and Agatha Christie Limited CEO James Prichard, will be on hand in London, pending availability, to offer travelers exclusive insights.

Some of the offerings include a two-night stay in London's Brown Hotel for behind-the-scenes insights regarding the famous trip from 100 years ago and high-tea with Mr. Prichard or British historian Lucy Worsley. Pricing for this option is available upon request.

Another option is 10 nights in Africa, where guests will stay at Belmond Mount Nelson, Blue Train, The Saxon and Tongabezi, following Ms. Christie's adventures in Cape Town. Guests are invited to participate in surf lessons, sea-kayaking and trips to fruit farms with pricing starting at \$7,195 per person.

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A post shared by Black Tomato (@blacktomatotravel)

Black Tomato is using Agatha Christie's own words to promote the trips

Guests can also spend 15 nights in Australia and New Zealand, visiting the Dandenong Ranges via a preserved steam train called Puffing Billy, riding through fern-covered gullies and enjoying a garden tour and picnic lunch. Travelers can enjoy forests and breathtaking views from waterfalls in New Zealand, with this offering starting at \$25,980 per person.

In North America, a 13-night trip includes stays at the Moana Surfrider, Fairmont Empress, Fairmont Banff Springs, Omni King Edward and Mandarin Oriental New York. Some trip highlights include a private flight to Niagra Falls, experiencing wine country with private tastings at three boutique wineries and surf lessons.

This package starts at \$18,300 per person.



Guests can visit Central Park in New York. Image courtesy of Black Tomato

The travel company promises that each traveler's trip is customized, and they can choose to do solitary packages or to weave them together.

Black Tomato is not the only luxury brand celebrating Ms. Christie's work.

U.S. jeweler Tiffany & Co. released a featurette highlighting the jewelry shown in *Death on the Nile*, which includes a recreation of the iconic Tiffany Diamond ([see story](#)).

In 2017, Belmond, S.T. Dupont and Bibhu were among the brands that made an appearance in 20th Century Fox's *Murder on the Orient Express*, another Ms. Christie adaptation released worldwide, with subtle product placements that lean on luxury and sophistication as well as inspiring product creation ([see story](#)).

Meaningful travel

Black Tomato continues providing thoughtful traveling packages, often emphasizing education and relaxation and leaning on collaborative partnerships.

Last October, Black Tomato introduced educational travel experiences as it began its focus on purpose-driven, family-friendly offerings.

Through "Field Trip," families were invited to incorporate a la carte classes into their global itineraries. The educational and experiential programming was geared to young adults and spans multiple subjects that support positive social impacts ([see story](#)).

Black Tomato also introduced personalized road trips in collaboration with hospitality group Auberge Hotels & Resorts and German automaker Mercedes-Benz.

The "Remarkable Drives of Discovery" program featured five bespoke options, each beginning or ending with a stay at an Auberge resort, highlighting a hidden gem in America and offering guests luxury-laden accommodations, unique opportunities and the option to use Mercedes-Benz vehicles for the duration of their trips ([see story](#)).

With offerings past and present, Black Tomato is aiming to continue providing travelers with escapism, education and whatever it is that they may need.

"It is our belief that inspiring, creative travel offerings, full of curiosities and seminal moments, are a noble and needed form of escapism," Mr. Drewniany said.

"Ultimately, we exist to inspire others through remarkable experiences and beyond the commercial pale, it is our hope that our readers' and fans will turn their eyes towards sunny horizons and take a beat from Agatha herself and embrace the unknown, harnessing that inner steel and spirit of adventure," he said. "Ambitious, global, adventurous, uncompromising are all words to describe Agatha's pioneering spirit that we ultimately hope to capture with this offering."

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