

A scenic view of a canal in Amsterdam, featuring colorful buildings with gabled roofs and a boat docked on the right. The water reflects the buildings and the sky. A large, stylized white graphic of a knot or infinity symbol is overlaid on the left side of the image.

A Travel Professional's Guide to Luxury Tailor-Made Travel

Abercrombie & Kent

The Abercrombie & Kent Family

Over the past 50 years, Abercrombie & Kent has earned a reputation as the world's foremost luxury travel expert.

We are a truly global brand with more than 55 offices across the globe and a worldwide family of 2,500 travel experts.

To help support you and make your job easier, A&K Europe has created this guide to luxury tailor-made travel.

The guide provides you with the resources you need to help create the next inspiring journeys for your clients.



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With five local offices, A&K Europe is your DMC for all these countries - simply check the map to see which one you need and contact us with your enquiry!



What is Luxury Tailor-Made Travel?



Often referred to as Foreign Independent Travel (FIT), Luxury Tailor-Made travel from A&K offers clients customised journeys, revealing Europe exactly how they want to see it

Your aim as a travel professional is to work closely with A&K's expert travel consultants throughout the world to ensure your clients make the most of every moment on their travels



Identifying Tailor-Made Clients

Your client might be looking for tailor-made travel if they fall into one of the following groups:





Asking the Right Questions

Here are some key questions for you to ask your clients in order to gather the right information for us to create the perfect proposal together:

- 1 Tell us about the people travelling in your client's party.
Can you share their ages?
- 2 Do they have a destination in mind? If they have been there before, what did they do on that occasion and what would they like to do differently?
- 3 Have they considered travel dates already or would they like to discuss the best time to travel?
- 4 Is this journey celebrating a milestone or special occasion?
- 5 Is the client passionate about a particular interest, perhaps something we could incorporate into the journey?





Asking the Right Questions



- ⑥ Do the clients prefer a pre-planned or spontaneous dining experience?
- ⑦ What pace and length of sightseeing (full or half day) do the clients prefer?
- ⑧ Is there a type of hotel accommodation the clients prefer (e.g. luxury landmark hotel or boutique property)? Are your interests in booking suites, deluxe or standard rooms?
- ⑨ Is there a budget range we are trying to stay within?
- ⑩ Is there anything else we should know about the travellers in the party, perhaps restrictions or other issues that might impact the journey?



Insider Access Experiences



Cultural Encounters

Insider Access experiences are available for you to add something extra special to your client's trip

We have a wide range of options across all destinations, allowing you to pick the experience that best fits your client's interests



Soft Adventure



Food & Wine



Family



Art & Architecture



Understanding A&K Terminology

Tailor-Made or Foreign Independent Travel (FIT)

A custom private journey created around specific client preferences

Destination Management Company (DMC)

One of over 55 A&K offices providing on the ground travel services around the world

Expert Local Guide

A handpicked, English-speaking A&K local guide who leads clients during all included sightseeing

Driver & Guide

A dedicated driver accompanied by an expert local guide who shares first-hand insights while optimising the client's sightseeing time

Driver-Guide

A local guide who also acts as the client's driver during each day of their sightseeing

Tour Operating Company (TOC)

Sales offices in Chicago, Melbourne, Cheltenham and London

Gross Pricing

Pricing inclusive of the agent's preferred commission level

Net Pricing

Pricing excluding agent commission

If you have further questions about Luxury Tailor-Made Travel,
or if there are other ways that we can support you, please do
not hesitate to contact us and we will do our best to assist



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