

[Inside front cover]

Reed & Mackay was established in 1962 as a City-based leisure and business travel agency. Today, the company delivers a service portfolio in premium business travel, corporate hospitality and events, as well as its celebrated, invitation-only Private Clients offering.

Reed & Mackay has built its reputation in realising the aspirations of corporate and private clients. The company employs only exceptional consultants, who have intimate knowledge of the latest holiday and destination trends. Together with the highest level of personal service, Reed & Mackay is valued widely for its expertise and entrepreneurial 'can do' approach.

[Page 1 - Introduction]

Breathtaking journeys are about inspiration. Anticipation. Treasured encounters. Filling the senses. Freeing the spirit. The stories we create. And the stories we tell.

As a **valued client of Reed & Mackay**, we are delighted to invite you into our exclusive Private Clients programme. Open to a strictly limited number of individuals, Private Clients is a personal travel planning service for the most distinguished of journey makers.

As a member, you will be granted access to distinctive travel, accommodation and itinerary opportunities, with a dedicated personal travel planner to help you discover and secure your dream holidays. The service is personal, effective and discreet. It is simply your invitation to indulge in quality, tailor-made travel.

[Page 2 & 3]

It is thrilling to think that there are still barely visited destinations on earth and exhilarating ways of reaching them. In a world of choice, free time is precious and irreplaceable.

As a Private Client, you benefit from **a personal travel planner who is dedicated to you** and your leisure time. This person invests themselves in getting to know you, your way of life, interests and preferences. Through close communication, you gain exclusive access to offers that hold unique value to you and those closest to you.

What will make your trip or holiday all that it could be? Luxurious. Enlivening. Relaxing. Reviving. The most memorable of experiences.

[Page 4 & 5]

Journeys begin and end with the individual. Each destination and every landscape can be defined by a unique viewpoint. Travel becomes a reflection of taste. Of lifestyle. Of individuality. And of free will.

Private Clients presents **a rather more personal approach** to travel and holiday making. A personal relationship allows for exceptional personal touches. Having one point of contact with Reed & Mackay means you will always be recommended the best products and services to fit your preferences and plans.

As a Private Client, travellers can further expand their horizons and redefine the world in which they live. You know the things that count. So, ensure you travel your way.

[Page 6 & 7]

### **Before you book**

Your travel planner will forward plan your trip to the last detail, making sure you do not miss out on any special requests. Our established network of trusted suppliers allows us to cater for last-minute plans and quick response times. We cover any research requirements, and you can book with air miles.

### **Before you depart**

It is our job to keep you informed at all times. We can secure preferred rooms or airline seats; chauffeur drive or valet parking; restaurant reservations or tickets; and deliver items to your destination. We will also give you a pre-departure call to make sure you have got the information you need.

### **On holiday**

We only work with service partners who hold the same ethos as us. It means you are always ensured of quality and value – a Private Clients' level of care throughout your trip. Our relationship with you never ends with a booking. While you are away, we will still be accessible 24 hours a day, seven days a week.

### **After you return**

Our aim is to deliver seamless travel experiences every time you travel. We always ask for feedback when you return from trips and will update your profile details accordingly. If requested, your travel planner will follow up any requirements for your next holiday – including research and re-bookings.

[Page 8 & 9]

Stylish. Luxurious. Romantic. Paradise. Wildlife. Action. Intrepid. What is it that you dream for your next trip?

As a Private Client, you are granted **priority access to some of the very best opportunities** in travel, accommodation and complementary services. We tailor itineraries to every type of need – from short breaks to skiing holidays, exclusive villa retreats to three-month tours. We reserve private jets, helicopters, personal chefs, sommeliers and personal trainers.

At Reed & Mackay we only employ exceptional personal travel planners with intimate knowledge of the latest holiday and destination trends. You are ensured of the most desirable opportunities. Authentic and lasting experiences. Value-added travel with service that consistently goes the extra mile.

[Page 10& 11]

Yesterday is today's memory and tomorrow is today's dream. Private Clients is about creating cherished recollections and marking special occasions. It is about being where you want to be and also where you belong.

Wouldn't it be perfect to free yourself from the planning? Your personal travel planner is there to give you **reassurance at every moment of your trip**. To cover passport and visa requirements. To alert you to schedule changes or destination guidance. To organise house sitting or pet care, so that you can relax about life at home. And on-call 24 hours a day, seven days a week while you are away.

Let us ease your journey making. Private Clients regularly make the almost impossible happen.

[Page 12 & 13]

Your invitation to join our Private Clients programme is an acknowledgement of your continued loyalty to Reed & Mackay. It is a sincere thank you from us.

Through Private Clients, we are committed to creating **experiences that extend far beyond expectations**. Individual needs evolve. After every trip we will ask for your thoughts, and you will also have the chance to fill out and return one of our questionnaires.

As well as ensuring your profile is up to date, your feedback will help us to continue providing the most desirable products and services on offer. Wouldn't it be amazing to return from every journey wishing it had never ended? With Private Clients, luxury comes as standard.

[Page 14 & 15]

Reed & Mackay's aim for Private Clients is to accompany discerning travellers to some of the most spectacular natural and cultural wonders around the globe. **It is your opportunity to invest in quality tailor-made travel.**

Now you have read your introductory brochure, we would appreciate the opportunity to provide you with more detailed information and to ascertain whether Private Clients would suit your travel needs.

You can choose the most convenient ways for us to communicate with you. How, when and with whom? Online, by telephone, or face-to-face?

Our vision always starts with you.

[Page 16]

“ *Travel is more than the seeing of sights;  
it's a change that goes on, deep and  
permanent, in the ideas of living.* ”

*Miriam Beard*