READY TO TRAVEL WELL?

Services Guide



PREMIER
WELLNESS —— TRAVEL

ABOUT US

hey there



Hi, I'm Cassandra. And I'm the founder of Premier Wellness Travel. If you're new to us, we plan and design travel for worldly explorers who crave travel that is different and extraordinary. We're based in DC and Barcelona and offer decades of expertise in travel, wellness and high-level client service.

We work with the best, total-dream travel partners who help us make magic happen. And our clients are beloved and seriously super cool. Gosh, is it ever fun to make their dreams come true!

MAP TO THIS GUIDE

table of contents

04 :: INTRODUCTION

05 :: ABOUT YOU

10 :: OUR PHILOSOPHY, TEAM AND PARTNERS

16 :: OUR SERVICE LEVELS

24 :: OUR SPECIAL SERVICES

29 :: HOW IT WORKS

32 :: OUR CLIENTS LOVE

35 :: FAQS

43 :: GET STARTED



INTRODUCING

Travel, at your service

Your leisure time is your most valuable asset. Let's fill your travel investment with meaning and marvels.

We offer luxury travel planning and design through our extensive network of industry partners, years of experience and research, special entrée and access, and immense value — all while creating contentment and boosting delight.



ABOUT YOU


FOR SOPHISTICATED
EXPLORERS *who value*
EASE, EFFICIENCY
and all the EXTRAS.

IF YOU'RE LOOKING TO:

Travel like no other
Optimize your time
Enjoy ease
Relish personal care
Get the best rates

WE HAVE YOUR BACK.
WE'RE YOUR CONCIERGE TRAVEL DESIGNERS.

My face aches from smiling so much — Erin

ABOUT YOU

You're in the right place if...

— You're perfectly comfortable booking a luxury hotel and first-class flights but you yearn to enhance your most valuable, non-renewable asset — your leisure time. You want to partner with professionals who can make magic happen.

— You already have access to lots of extras through your credit card. But you'd value a trusted guide to get you there easier. And make "there" even more wow!

— You're keen to experience travel differently, to see unusual places (or old places in unusual ways), and to experience truly unique adventures.







THE BENEFITS YOU'LL LOVE

When you travel with us, you always get

- **VIP service** with exclusive entry to sporting, entertainment, and fashion events, as well after-hours, private tours, and unique access to sites and scenes.
- The personal touch, and **everything is done for you** with care, reliability, and attention to detail. So you don't have to deal with the internet or bots.
- **Extensive possibilities** include private villas or palaces, private islands, jets, helicopters, yachts, or luxury apartments. Oh, and lots of **hidden gems.**
- Absolutely **the best rates** that aren't available to the public, via our preferred partner programs with elite hotels around the globe, plus **high-level on-site service.**
- **Truly unique and tailored experiences** that allow you to travel in a way you didn't even know was possible — you can't find or reserve these trips yourself.

THE ADVENTURES YOU'LL LOVE

Here's just a sample of what's in store...

- ✓ Feel truly unique sensations on a fighter jet in France
- ✓ Relish a secret luxury spa in the Arctic wilderness
- ✓ Dine at the top restaurants in the Basque region
- ✓ Tour the Vatican Musuem at dawn with your guide
- ✓ See the guard charge from behind palace gates
- ✓ Catch a Formula 1 race from a private yacht
- ✓ Take in intimate concert at the Stradivarius Museum
- ✓ Attend sporting events from the World Cup to Wimbledon
- ✓ Experience Paris, Milan or New York for Fashion Week fun
- ✓ Peruse art festivals from Art Basel to La Biennale, film festivals from Cannes to Tribeca, or jazz festivals from Vinterjazz to New Orleans



THE ADVENTURES THEY'LL LOVE

If you have children in your life

- ✓ scavenger hunt in the Louvre
- ✓ gladiator training in the Circus Maximus
- ✓ a drumming lesson with Maasai warriors
- ✓ Sumo wrestling with Japanese fighters
- ✓ an Amazing Race through Buenos Aires
- ✓ tile making in Marrakech
- ✓ even cooking classes with a Contessa in Tuscany
- ✓ Through our host agency, we offer a Journey to Global Citizenship program. We'll look at your child's academic track and even collaborate with their school to create a 5-8 year "four-dimensional" educational program that pairs studies with related destinations worldwide. Working with former scholastic leaders and acclaimed teachers, we can coordinate challenges and assignments with your child's instructor or build an immersive journey with an educator in tow.



OUR PHILOSOPHY, TEAM AND PARTNERS

OUR PHILOSOPHY

Travel is not just experiences...
travel is a collection of stories.

Stories you can enter and experience. Stories you will treasure and share. The best stories surprise, awe, and delight you.

When you work with us, you benefit from our decades of world travel and decades in the wellness industry.

We love to discover the phenomenal, the remarkable, and the experiences that go beyond what you see in magazines, the internet, or a travel guide.

We're on a mission to define wellness travel beyond the green juice, the massage, and the yoga mat.

Wellness travel is whatever makes you feel more alive — and we're here to do that for you through exceptional travel.

Treat yourself to tailored adventures. And be treated like a star before, during, and after your getaway.

OUR TEAM

Cassandra Marcella Metzger

TRAVEL DESIGNER AND FOUNDER



Cassandra is a certified yoga therapist and a former PBS attorney. She loved working at PBS headquarters because, like most travelers, she loves learning. She's lived abroad in Italy and owned a yoga studio for over a decade in DC where she helped clients befriend their bodies. After establishing Premier Wellness Travel in 2019, she's crafted over a hundred trip for her amazing clients. Her favorite sound is your voice when you return home.

★★★★★ You have a special power: knowing what everyone needs! — Caroline



Maria Trabocchi Font

TRAVEL DESIGNER

As the co-founder and co-owner of Michelin-starred Fiola, Fiola Mare, Del Mar and more, Maria ushered in a renaissance of high-end dining in Washington DC. Earlier, she worked on the global management team for Ritz-Carlton where she delivered quality experiences for high-net-worth guests. She's also worked with Cartier, Ralph Lauren and Prada. Every client relishes the "Maria magic" — it guarantees exceptional experiences and extraordinary service.



Alice Trabocchi

TRAVEL DESIGNER

As our former social media manager, Alice oversaw our exponential growth and built a quality community online. Her keen eye for meaningful and authentic content is a critical asset to Premier Wellness Travel. Her extensive knowledge of Europe - especially Italy, Spain, France and the United Kingdom make her a key part of our team.

★★★★★ My face aches from smiling so much.— Erin



OUR AFFILIATIONS

When you work with me to plan your travel, you get extras. (On average, it's more than $500 worth of amenities per hotel stay.) But more importantly, I save you time — which is priceless.

FOUR SEASONS
PREFERRED PARTNER

MANDARIN ORIENTAL
Fan Club

COUTURE
BY LANGHAM

SHANGRI-LA GROUP
THE LUXURY CIRCLE

BELMOND
BELLINI CLUB

MARRIOTT INTERNATIONAL
STARS | LUMINOUS

Pearl Partner
BY OETKER COLLECTION

DIAMONDCLUB
Dorchester *Collection*

ROCCO FORTE
KNIGHTS

THE PENINSULA
PEN CLUB

Through our host agency, Embark Beyond, we are honored to be a member of the top luxury hotel preferred programs and we look forward to augmenting the value of your hotel stays.




TRAVEL DESIGN *that is*
IDYLLIC, INSPIRED,
and ICONIC



OUR SERVICE LEVELS

INCLUDED AT EVERY LEVEL

- Itinerary design
- Access to VIP services, bonuses + exclusives
- Dining and spa reservations, with food preferences
- Recorded pre-travel itinerary walkthrough
- Personalized digital itinerary app
- Pre-departure videos, podcasts, and book recommendations
- International first and business class air booked at less than published and public rates
- Access to our private jet broker with 60,000+ at their disposal worldwide, so you're covered
- Assistance while abroad
- Up to one year to utilize all your benefits from time of purchase



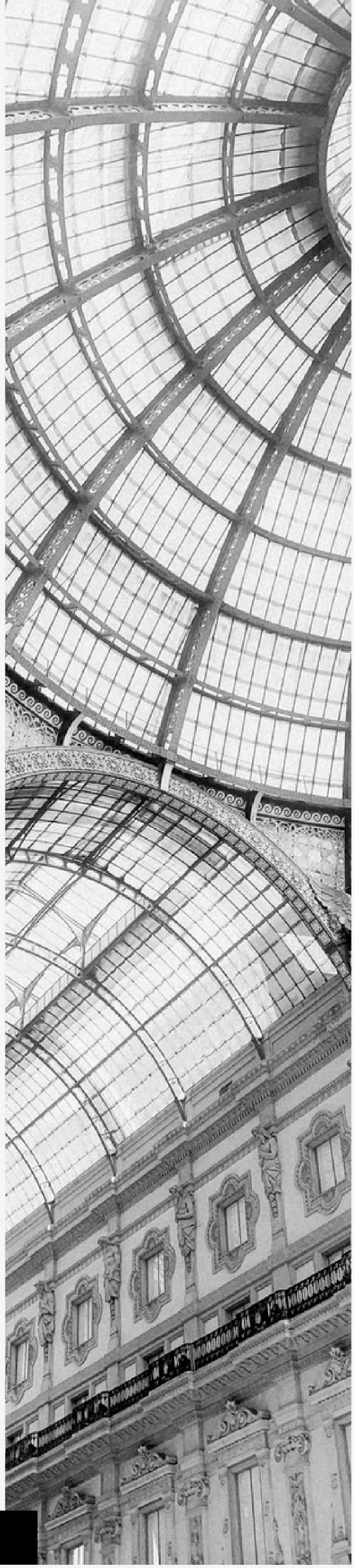
★★★★★ I normally book my own travel. Never again. — Patrick

SILVER LEVEL

This level is if you need help booking a hotel and want our VIP upgrades and personal attention on site. You want assistance with dining recommendations and some activities and have a firm idea of what you want and need.

INCLUDES
Five hours of travel design

YOUR INVESTMENT
Starts at USD $1625
$325 per hour rate



★★★★★ The trip was flawless. — Deane



GOLD LEVEL

This option is great if you've got a good idea of where you wish to travel. Perhaps you want a romantic getaway with your partner, want to travel with your best friend, or even head off solo to one or two destinations for a week or ten days.

INCLUDES

Ten hours of travel design

YOUR INVESTMENT

Starts at USD $3000

$300 per hour rate

★★★★★ I want more of everything! — Roya

PLATINUM LEVEL

This is our most popular service and is designed for those who want to travel to several destinations or be away for a while. These travelers also love to travel independently and tend to require less in-country support.

INCLUDES
Twenty hours of travel design

YOUR INVESTMENT
Starts at USD $5000
$250 per hour rate



★★★★★ Extraordinary care and attention. — Amy



DIAMOND LEVEL

This is for you if travel is a way of life, and you're jetting off regularly. Or perhaps you want to host a multi-generational, multi-country getaway for your entire family. Or gather a group of friends for an extraordinary travel adventure.

INCLUDES

Forty hours of travel design

YOUR INVESTMENT

Starts at USD $9000

220$ per hour rate

★★★★★ That was a dream getaway. — David

EXTRA HOURS + EXPEDITED

If the planning hours exceed the level you originally select, you may —

1) buy another package at the same level

3) upgrade to the next level by paying the difference, or

3) add more hours as per our a la carte rate.

Unused hours are valid for a year and are non-refundable.

If your travel is within eight weeks of notifying PWT and requires expedited service, an additional $50 per hour applies. This does not include last-minute changes, only last-minute travel bookings and passport assistance.




Travel leaves *marks*
on you. Most of the time,
those marks
— on your body,
or on your *heart* —
ARE *beautiful.*
ANTHONY BOURDAIN



OUR SPECIAL SERVICES

01

Expert Advice + Service

If you have a destination in mind, we'd be able to guide you on destinations and offer our insider expertise. We advise on destinations, offer recommendations, and suggest where to head for certain types of holidays and adventures. We assist with passport services and travel documents, too. Hourly rate: $350.

02

Groups or Events

We plan extra special corporate retreats, multi-generational family holidays, destination celebrations, weddings, and wellness getaways. We choreograph stunning affairs and even coordinate jets for groups. Our talent and ingenuity enables us to design memorable group getaways and events. Depending on the size of your group, length, and complexity of the trip, we will suggest the best level for you.

03

Retainer Agreements

Everything — really, everything — is done for you, and you're our top priority. We serve as advocates proactively seeking your ideal travel opportunities while attending industry events and conferences. Prices range from USD $5000 to $10000 per month, and we require a minimum six-month commitment. Unused hours roll over for 30 days for our retainer agreements.

04

Expedited Travel

So long as it's legal and ethical, we'll be herculean in our efforts to make it happen — quicker. Our expedited design services shorten travel-planning timelines from the typical nine to twelve months to as little as four weeks and are available as our current roster permits. Expedited travel is defined as eight weeks out. The hourly rate is $400 for expedited services.

- Itinerary review
- Destination guidance and ideas
- Booking advice and assistance
- VIP treatment at hotels & resorts
- On-site personal contact assignments
- Tour guide bookings with Ph.D. scholars
- International + domestic airline bookings
- Private jet and helicopter bookings
- Luxury transfers and car service
- Luggage shipping
- Passport renewals, expedited passports, visas, and other travel documents
- Trip protection and travel insurance
- Dual passport assistance
- Covid travel & home testing kits from eMed
- Corporate retreat management
- Group travel management
- Seasonal relocation with deep discounts for one, two, or three-month stays at our favorite homes, villas, and apartment-style resorts with unlimited laundry, daily breakfast, a dedicated point person such as a butler or concierge, and parking.

YOUR INVESTMENT

$350 per hour


JOURNEYS *are the*
MIDWIVES *of*
THOUGHT.
ALAIN DE BOTTON



HOW IT WORKS

Consult

We begin with a personal interview to help us understand your wishes for your trip. We become an expert in your passions, tastes, and interests and edit out anything that doesn't have positive resonance. We can consult in English, Spanish, or Italian.

Agreement

Once you've decided we're a good fit, you choose the service level that best suits your needs. Once the agreement is signed and paid, we'll start on your holiday!

Design

Next we work our magic. You get to enjoy the fun parts of planning and leave the details to us. You'll be briefed and involved as much as you'd like.

Reservation

Once the proposal is perfected, we lock it down with a deposit. Payment terms are dictated by how soon you're leaving and partner or hotel policies.

Anticipation

Anticipation is half the fun! You'll get your itinerary documents and we'll also share unique online resources for you to engage your mind and stimulate your dreams before you leave.

Bon Voyage

Throughout your trip, you'll receive support from us and our partners. We'll be quietly monitoring along the way to ensure that everything's going well.

Debrief

After you return we'll be in touch to hear all about your adventure and start planning the next one!



OUR CLIENTS LOVE

- never dealing with online booking sites again. We are both more human and more humane than our computer counterparts

- experiencing travel in a way you didn’t even know was possible with experiences you can’t find yourself (no matter how good you are at Google)

- those hard-to-get dining reservations, after-hours, private tours, and entry to sites and scenes only our partners can provide — because you can't VIP yourself

- the buying power of PWT, our host agency, and our consortia Virtuoso which means any unexpected snags are untangled faster and easier



WHAT OUR CLIENTS LOVE

- the ease of planning. You only have to look at a proposal, offer feedback and approve it! We will do all the research for you. And you get everything on paper and digitally

- special rates for airlines, hotels, private jets, and tours that are only available through our preferred partnerships with elite hotels, travel programs, and brokers

- the personalized travel app with all the details in one place - so you are not searching for random emails. And you can truly escape from your regular calendar

- lavish in VIP treatment with personal care at home and personal care at the destination - both looking out for you — because you can't VIP yourself




ISSUE 3: BLOOM
ISSUE 6: LINGER
ISSUE 7: EMERGE
November 2014
Dumbo Feather
ISSUE 5: ROOTS
KINFOLK
CLOVER
The Eighty-Eight
Volume 2
Bestival Programme
CEREAL
Printed Pages
99 Percent Lifestyle.
HUCK 47
KINFOLK
CEREAL
ISSUE 4: LIGHT
ISSUE 2: WISDOM

FAQS

FAQs

Are we a good fit?

The typical Premier Wellness Travel client is curious, educated, and sophisticated. You travel the world and know how to book independently — but you also value your time, energy, and money. You are looking for fresh ideas and love to plan ahead. Because anticipation is half the fun!

Can PWT work with my travel coordinator or an executive assistant?

Absolutely. It is our experience that many of our clients currently have their travel arranged by an aide. We work closely with assistants to set up the principal's profile so we have all the details, preferences, hotel program numbers, and memberships on file. And we add value wherever we can, whether that's adding amenities and upgrades from our elite hotel programs or simply using our buying power to hold private jets on standby for our clients. We are here to preserve your time. And make your travel time full of ease and delight. You can be involved as much or as little as you prefer.

★★★★★ The Rolls Royce of luxury travel. — Jackie

FAQs

Is travel more expensive now?

Premier Wellness Travel is a boutique travel concierge firm and requires a minimum spend for bespoke planning. Our service levels ensure the highest standard of care and are separate from the cost of your trip. Note that due to high demand and low supply, average post-pandemic travel prices are 20-30 percent higher than in 2019.

Will I pay more if I book through you?

We can almost always match online travel rates. Often, we can offer even better value because of our affiliations. Our itineraries include special discounts we can access, and we love to pass those along to you. That said, we do not price match. We offer value and peace of mind. And that's priceless.

Is travel more complex?

Yes. The industry is experiencing a capacity crunch. Travel now requires more planning and more guidance. When travelers desire more unique experiences and more customer service, travel advisors can help.

★★★★★ A five-star experience. She handled my concerns with calm and confidence. - Tonya

FAQs

Is individual pricing available on proposals?

That depends. If we plan a fully independent trip and assemble all the elements for you, then yes. And this requires more PWT service hours.

Alternatively, we often work with top destination management companies because they have special access. And in that case, we can not provide individual pricing. Consolidating your trip into a package and working with a partner enables us to include (way!) more extras. And our agreements with our partners do not permit us to split out pricing.

Is travel insurance required?

We highly recommend it. Travel insurance protects your investment and safeguards your health while abroad. Anything can happen. And if it does, you will be very glad to have insurance. Otherwise, your dream trip can become a nightmare. Clients who choose not to purchase travel insurance will be asked to sign a waiver.

★★★★★ Incredible. BEYOND. Holy moly! - Sharon

FAQs

Is my information confidential?

Yes. PWT's founder is an attorney, and attorney-client privilege is a part of our DNA. We want you to know that that commitment to confidentiality continues in our role as your travel concierges. As we come to know you well, we will learn everything from your pillow preference to your favorite wine to your robe size — and we hold all of your information in confidence. We appreciate and value your trust.

Can I use my hotel or credit card points if I book with you?

You are welcome to book with points on your own. If you want a professional's eye on your plans, we recommend you consult with us for our expertise on an hourly basis, as available.

Can you book AirBnDs, VRBOs, home rentals, or villas?

We have an extraordinary roster of luxury rentals and villas all over the globe. We also arrange long-term stays for months at substantially lower negotiated rates. We do not book AirBnBs or VRBOs as we can not vet them, and we don't want you to have any unpleasant surprises.

★★★★★ When there is no substitute for excellence. - Nickie

The world is a *book*
and those who do not
travel read
only one page.

ST. AUGUSTINE



FAQs :: ABOUT FEES

The travel industry is a quagmire. The puzzle of how fees and costs are set can seem random and obscure. Here we provide transparency on typical questions about fees and costs that come up.

Why do you charge a design fee?

Lawyers charge for their counsel. Financial advisors charge for their advice. Travel advisors are no different. (But our hourly rate is much less!) We save you time and worry. And we provide you access to travel experiences and hotel rates you (or your assistant) can not find on the internet. Your holiday is a significant investment of your time (a non-renewable asset) and money. Our hearts are invested in ensuring you have a great holiday, too!

Don't you also earn a commission on bookings?

Yes - sometimes. The commissions range from nothing to 20%. The commission schedules do not affect our recommendations or itinerary designs. Honestly, 99% of the time, we don't even know the commission or if there is one until the trip is entered into our tracking spreadsheet.

Our loyalty is to our clients, and our only goal is to ensure you are delighted. We take care of you and put your interests first and foremost. That's why you hire us.

How does it work exactly?

We spend an average of 20-40 hours planning a typical 7-14 day holiday. The pandemic has increased that because, on average, what used to take one call or email now takes four. Every person I contact is swamped and understaffed. The time needed reflects the stress on the travel industry. Staffing levels will not be back to normal until at least 2025.

Other factors that can affect how much time we spend include whether we work with a destination management company (DMC) or if the trip is fully independent. Working with these partners offers three benefits -

- more profound and broader expertise in the specific destinations,
- access to unique experiences, and
- in-time-zone contact and support.

We also design fully independent trips (FITs) where we craft each component. These trips are best for seasoned travelers who

- know exactly what they want to do and
- where they want to stay, and
- don’t wish to do many tours.



READY TO GO?

CLICK HERE TO START


TV 807137
THANK YOU
We're looking forward to working with you!