

The Bespoke Traveller

Authentic and sumptuous cultural experiences for active globetrotters

By Meredith Birchall-Spencer

For 45 years, Canadian entrepreneur George Butterfield, co-founder of travel company Butterfield & Robinson, has been on the forefront of providing luxurious experiences to active travellers. “In our busy world, people want to slow down, spend time with the people who are important to them and stay fit at the same time,” says Butterfield, who notes an increasing interest in culturally authentic trips.

Butterfield’s success stems in part from his understanding that Boomers want to spend some of their hard-earned wealth but strongly dislike the pre-packaged multi-city, whirlwind tours of old. His trips speak to entrepreneurs for whom time off is rare and every minute counts. Herewith are Butterfield’s most popular excursions for active travellers who also enjoy some serious pampering.

HAUTE HISTORICAL LAOS TO VIETNAM

**9 days, starting at
US\$8,595 per person**

OCTOBER AND NOVEMBER 2011

Laos is one of the hottest destinations in luxury travel. This intro to Indochina features just three stops, each

and modern—not to mention plenty of culinary delights.

SAILING SPLENDOUR DALMATIAN COAST BY PRIVATE GULET

**8 days, starting at
US\$11,995 per person**

SEPTEMBER AND OCTOBER 2011

A five-cabin, four-masted, all-wooden vessel serves as base camp for an island hopping bike trip around the eastern coast of the Adriatic Sea in Croatia. Traverse largely unspoiled islands and ancient towns on bike, including Dubrovnik, Korčula, Vis, Hvar, and Split and board your private yacht for afternoon voyages at sea.



OPULENT OENOPHILE BURGUNDY BIKING

**6 days, starting at
US\$5,795 per person**

JUNE TO OCTOBER 2011

Wine region expertise is the company’s bread and butter. In Burgundy, bike to the top of Hautes Côtes, sip vintages in the fields of grape vines, spend the night at Abbaye de la Bussière—the region’s most exclusive hotel—and, with the help of a local guide, explore the unhurried pleasures of Beaune, and its unique relationship with wine. ●

TRENDSETTING TRAVEL

Latest from the International Luxury Travel Marketplace, a sourcing showcase for exclusive tour operators.

Song Saa Private Island
Cambodia

Tigerspotting in India
Oberoi Vanyavilas resort

Antarctic Expedition
on *Prince Albert II Silversea*

Tasmania East Coast
Saffire Freycinet resort



very different from the other. First, visit Luang Prabang, the UNESCO-protected capital of Laos, with its colonial architecture, Buddhist legacy, and miles and miles of Mekong river bike riding. Then Ha Long Bay, featuring famed limestone islands and floating villages rising above the water’s surface. Finally, the graceful Vietnamese capital, Hanoi, offers fascinating sites both ancient



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