



ESSENTIALIST

Discover more about
Essentialist Membership



At Essentialist, we don't want you just to travel to places, we want you to travel deeply within them. Our members become explorers of the nuances and details that create the essence of what makes a place come alive. And everything we do is aimed at uncovering that essence.

"We give our members the possibility to go beyond the usual travel experience by finding those singular moments that make you feel you have fully discovered the soul of a destination."

Joan Roca
FOUNDER & CEO

TRAVEL SINCERELY

We are driven by the innate curiosity of the travel writers and local insiders who inspire our travel design. By their research, tips and scribbled notes. By someone who knows someone and by following our noses, by discovering new flavors and starting conversations in sidewalk cafés. By, ultimately, acquiring the intimate and sincere knowledge of a destination that will live with you for a lifetime.

MOMENTS THAT REALLY MATTER

Travel is not about checking boxes and crossing off lists. It is about going farther but mostly deeper. It's about reconnecting to yourself and your true passions — often hidden by daily routines and commitments. It's making your unique expectations come true — and surpassing them continuously.

DIFFERENT CULTURES, SHARED PASSIONS

We believe that by creating connections that matter, we are fostering curiosity and understanding in our community of fellow explorers and, in our small way, helping to create positive change on our shared global community.

MEET YOUR PERSONAL TRAVEL TEAM

EXCEPTIONAL SERVICE

Each household is assigned their own personal Member Experience Manager who serves as the main point of contact before, during, and after the trip. Our destination travel teams will be on-hand to plan ultra-personalized itineraries anywhere in the world — whether a quick weekend getaway trip or an extended family vacation — so you can relax and enjoy.

OUR PERSONAL APPROACH

By getting to know our member's travel interests and preferences, we are able to deliver truly bespoke itineraries and personalized service that always goes the extra mile. Using our curated destination content, we are able to elevate the experience to each member's individual tastes.

Our travel team is available to satisfy all your travel needs.



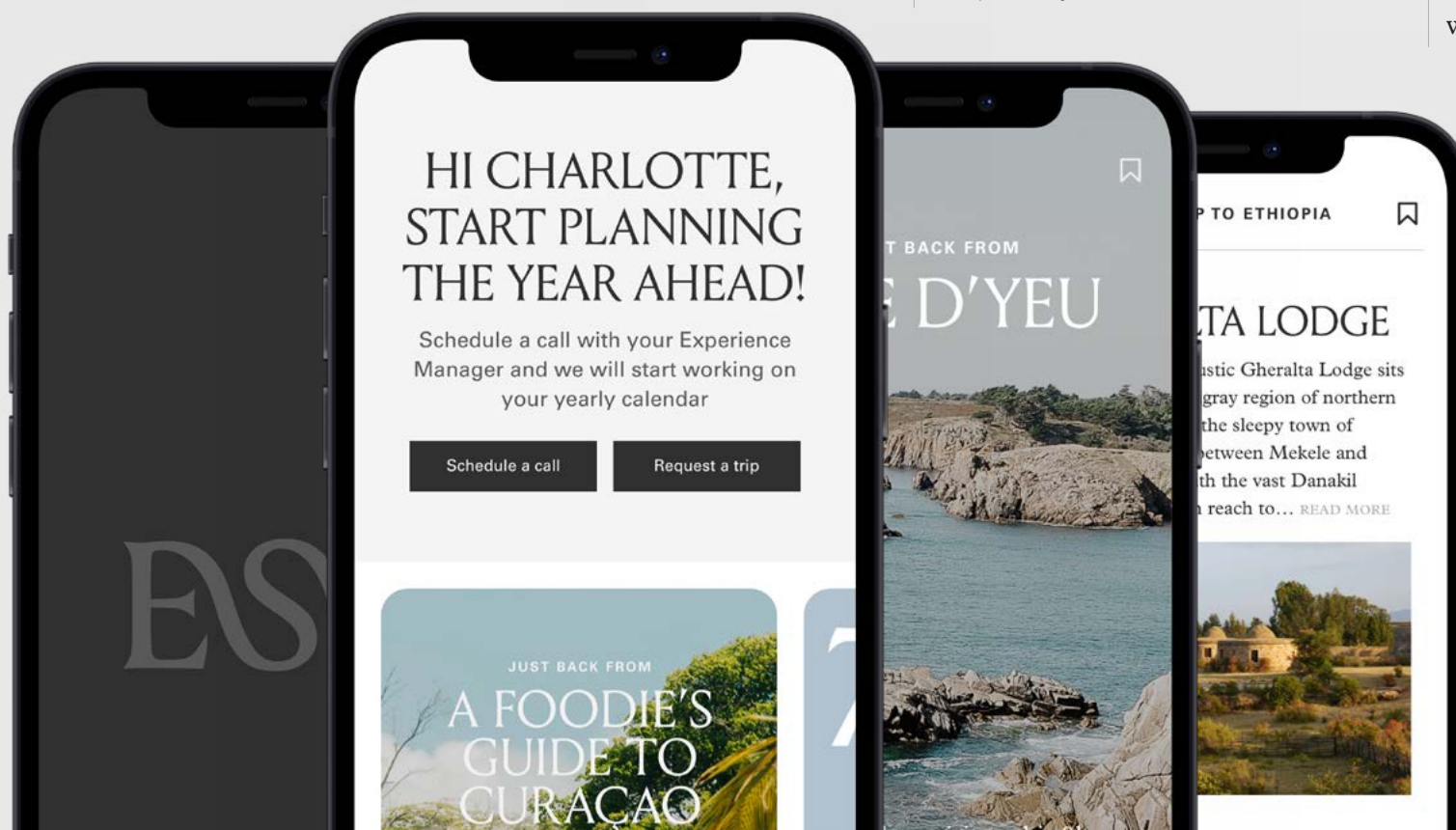
UNLOCK ALL THE POSSIBILITIES

YOUR VIRTUAL MEMBERSHIP

The Essentialist App is the virtual hub for our members. It is the home for all travel itineraries, as well as a source of inspiration through our insightful travel content. With a direct connection to your Member Experience Manager and our Travel Design Team, the App provides the ability to request a new trip, receive itinerary updates in real time and access on-the-go service throughout the journey.

PERSONALIZED TRAVEL INSPIRATION

Members can rely on the curation and recommendations of our network of lifestyle and travel writers. Wherever your trips may take you, these tastemakers provide exclusive access to meaningful experiences worldwide. Our App is also home to travel inspiration, curated by our network of lifestyle and travel writers. Wherever your trips may take you, these tastemakers provide exclusive access to meaningful experiences worldwide.





RESTAURANT, SOA MIGUEL ISLAND
SUL VILLAS & SPA

Perched on a cliff overlooking the stunning southern shore of São Miguel Island, this resort is all about the ocean—from the stunning views of the deep blue waters, to the infinity pools...



RESTAURANT, ISTANBUL
PANDELI

Dating from 1901, Pandeli is located in the Egyptian Spice Bazaar and boasts three rooms adorned with exquisite turquoise tiles, as well as chandeliers and painted ceilings. The menu...



EXPERIENCE, WEST GLACIER
THE SCENIC ROUTE OF GOING-TO-THE-SUN ROAD

Less than 30 miles away from Whitefish, the Going-to-the-Sun Road is a...



EXPERIENCE, IRELAND
SELF-EXPLORE ROAD TRIP

The scenery in Co. Mayo is breathtaking, and a drive along the Wild Atlantic Way is sure to impress. Depending on how long of a drive appeals, you...



EXPERIENCE, BRUGES
CANALS BY NIGHT

The canals are beautiful by night after most of the tourists have left town. It's a pity no one offers a boat tour by night. But you can put together your own canal walk that takes in the most...



HOTEL, MOROCCO
KASBAH BAB OURIKA

Perched on a hill in the foothills of the High Atlas, this bucolic retreat has all the whistles and bells of a five-star getaway with a strong eco-conscious,



EXPERIENCE, SEOUL
PERSONALIZED FINE KOREAN FOOD EXPERIENCE

On this customized, luxury culinary tour, you will sample the finest drinks...



INDEPENDENT VILLA, GHENT NY
COLLECTIVE HUDSON VALLEY

This luxury accommodation allows guests to connect with nature, all while staying in a stylish retreat. Set on the organic working farm of Liberty...



EXPERIENCE, SANTIAGO
SAVORING THE WINE TERRITORY

ANNUAL TRAVEL CALENDAR

We are here to help you dream up your travel plans throughout the year to any destination. We keep in mind your lifestyle, interests, and personal calendar to proactively plan your trips.

CURATED CONTENT

Highly curated destination content with over 50,000 travel experiences worldwide, including boutique hotels, exclusive villas, cultural highlights and gastronomic delights.

DAILY UPDATES

Every day our editors share their top recommendations, from the newest hotel openings to the latest restaurants, exhibitions, sporting events and must-see landmarks, so our members have access to the most up-to-date happenings in each destination.

UNIQUE EXPERIENCES

Our leading travel and lifestyle writers provide members with access to exclusive, ultra-local experiences, insights and insiders which makes each itinerary truly unique. Whether it's a visit to an emerging artist's studio or a day in the life of a professional athlete, our members enjoy these behind the scenes moments on each itinerary.

PLAN A YEAR FULL OF ADVENTURES

A GLOBAL NETWORK OF TASTEMAKERS

OUR EDITOR COMMUNITY

The Essentialist network is made up of over 200 of the best travel and lifestyle journalists covering destinations worldwide for leading publications including The New York Times, Travel + Leisure, Condé Nast Traveller, FT's How to Spend It, Vogue, Departures and more. These journalists bring their knowledge and expertise, along with a huge passion for traveling, and consult with the Essentialist travel team to help craft the perfect itinerary for our members.



LET YOUR JOURNEY BEGIN

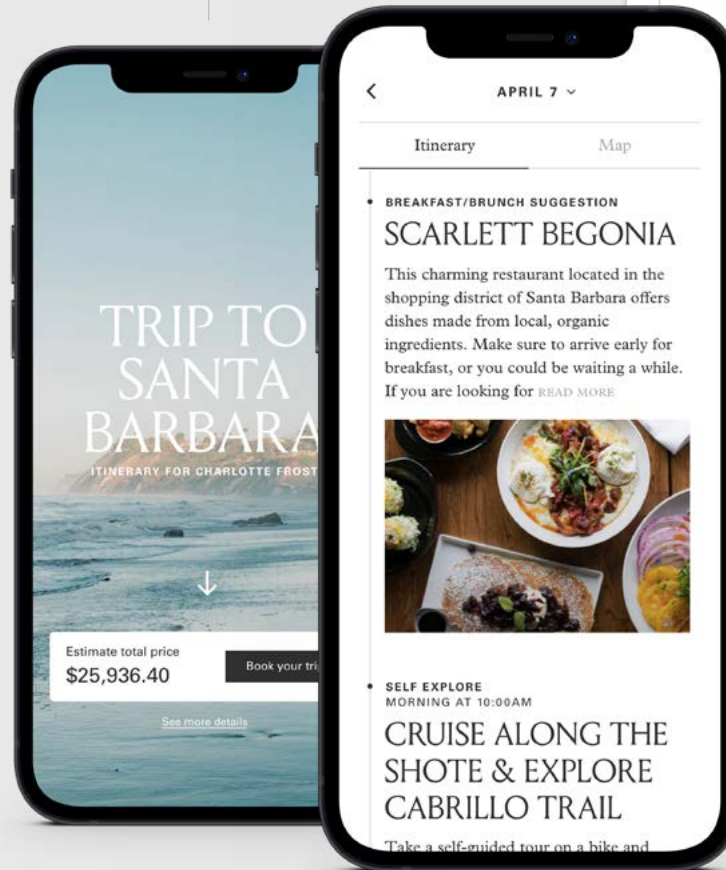
We provide digital itineraries through our App, exclusive Member Area and a printed option as well depending on member preference.

BESPOKE ITINERARIES

By providing unparalleled, bespoke itineraries and personalized inspiration, we craft extraordinary trips, customized to the smallest detail and delivered in a glossy digital packaging.

VIP BENEFITS

Members get access to special perks, benefits and amenities on every trip. Whether it's a special room upgrade, the best table or an exclusive private experience, we make sure our members receive VIP treatment throughout their travels.



ESSENTIALIST

TRIP TO SANTA BARBARA

ITINERARY FOR Charlotte Frost

EXPERIENCE/ROUTE
EVENING AT 2:00PM



FUNK ZONE NEIGHBORHOOD & FOOD STROLL

Take a tour of Santa Barbara's famous Funk Zone and get a taste of the local food scene. Your local guide will lead the way to all the best spots in the neighborhood, from cafes to Mexican eateries to a family-run brewery, where local stories, and give some tips on taking the perfect foodie photo.



Location page 6

SANTA BARBARA — Itinerary for Mrs Frost

WHAT SERVICES DOES ESSENTIALIST PROVIDE?

ACCOMMODATION

- Our editors handpick 4-5 star highly curated hotel properties, from boutique hideaways to established hotel brands, many offering Virtuoso benefits
- We also work with Luxury Rentals (Homes, Villas, Apartments) that allow you to enjoy the comfort of a home while traveling and let you feel like a local



DINING

- We have our finger on the pulse of the latest restaurants, bars and dining experiences and provide suggestions

- for itineraries, further connecting you to the culture of the destination
- For members who want something different, we can source the best private chefs, custom menus and unique dining locations to create a special experience



ACTIVITIES

- We provide recommendations and reservations according to each members personal interests. Some examples include:
- Activities & Excursions (cooking classes, wine tastings, athletic pursuits)
 - Shopping Recommendations (antique

- fairs, local design, highend fashion, interiors)
- Tickets (concerts, ski lift, theater, athletic events, museums, train)
 - Rental Services (ski equipment, baby equipment)

GUIDES

- To ensure our members discover the best in each location, we have a network of expert guides that intimately know their hometown (sights, landmarks and highlights) and avoid the typical tourist traps

BOATS

- For those who want to travel by sea, we find the perfect Boat & Yacht Charters to sail away on
- With so many cruise options to choose from, we help our members navigate the best option for the destination they have in mind

TRANSPORTATION

- We handle all Private and Commercial Flight Bookings*
- Luxury Airport/Hotel Transfers
- Airport Fast Track Service
- Car Rental Reservations
- Private Driver Services

*\$50 booking fee per roundtrip airplane ticket



ASSISTANCE

Our Travel Design teams are on hand to accommodate any needs that come up before or during your trip:

- Around the Clock Emergency Access to Flight Desk
- Emergency Assistance for traveling members
- Babysitter/Nanny Services
- Grocery Deliveries
- Cleaning Services
- Anything else you need for your trip—we will do our best to make it happen!

ESSENTIALIST IN THE NEWS

Since its launch, Essentialist has received accolades in established travel and lifestyle publications including being named by Departures as one of “The Best Private Memberships and VIP Services” in the luxury travel industry.

“Ultra-insider experiences are the name of the game, whether it’s the best Paella in Mallorca at a secret restaurant or a private dinner in a Venetian Palazzo. It’s not about the price tag, it’s about discovering things that are under the radar and unique.”

ROBB REPORT

“They have knowledge about destinations that translates into unique experiences for Essentialist members.”

THE NEW YORK TIMES

“Do you think the rich ever planned the itinerary of a trip? Luckily, there’s a more affordable option to get that top-notch service: Essentialist”

FORBES

“Discovering off-the-radar locales, staying in the best accommodation, and endeavoring to experience the essence of each destination.”

ARCHITECTURAL DIGEST

“How new-breed travel agents can give you an edge.”

WALL STREET JOURNAL

“Less and less, luxury will be about selling a product, but about fulfilling the customer’s intimate passions, says Essentialist’s Joan Roca.”

VOGUE



ABOUT OUR MEMBERSHIP

Being part of Essentialist means joining a community of like-minded members, passionate about travel, and united by a shared longing to discover the world around them.

At Essentialist, we are committed to providing our members with the personal service, insider information, and digital tools that will make every trip an unparalleled experience.

MEMBERSHIP TERMS

With the household membership, you will receive unlimited access to your personal travel team and customized itineraries with insider advice from Essentialist's top travel experts worldwide.

REQUIREMENTS

To qualify for unlimited customized itinerary planning, accommodations must be booked directly by Essentialist. There is no minimum spend requirement.

FEES

The membership fee is based on a 12 month term and is automatically renewed for an additional one-year period at the end of each term. This fee is non-refundable after 14 days from the start date as listed on the invoice.

RENEWALS

Membership will automatically renew for an additional one-year period at the end of the current term unless Essentialist receives written notice of cancellation (sent to members@essentialist.com) 14 days prior to the membership expiration date listed on invoice.



GET IN TOUCH

Contact us to learn more
about becoming a member
or partner of Essentialist

MEMBERSHIP INFORMATION

members@essentialist.com

PARTNERSHIP INFORMATION

partnerships@essentialist.com

Follow us @essentialist

www.essentialist.com

