

# PRIVATE PLAN

## PRIVATE PLAN: LUXURY TRAVEL MADE EASY

PRIVATE PLAN is a luxury travel boutique and member's club that gathers on one web the best selection of the most private luxury travel experiences worldwide and makes it easy and pleasant to book. PRIVATE PLAN curated collection includes unique yacht cruises, stunning villas in the most beautiful places on Earth, the most coveted yacht and jet charters, private islands for rent and even once-in-a-lifetime travel experiences developed together with luxury brands. All with the ultimate style, comfort and privacy, making luxury travel as easy as never before.

PRIVATE PLAN aims at savvy travelers who look for luxury vacations away from the crowds and don't want to waste their precious time searching, filtering and checking among thousands of options. PRIVATE PLAN provides them with truly private escapes where to rest and restore balance to their frantic life, all these in a couple of clicks.

"Here you will not find five-star hotels or VIP packages, that are much talked about," says the founder and CEO of PRIVATE PLAN Alena Demina. "Unfortunately, even luxury hotels are massified. Our portfolio is a qualitatively different category of travel: private villas in the most picturesque places on the planet, the yacht cruises for small groups, sleek yachts charters, most modern private jets, private islands for rent and exclusive travel experiences that we develop together with luxury brands. We guarantee that your view from the window, as well as your holidays, will be truly unique." The concept of privacy and individual style is key for PRIVATE PLAN travel collection, where each of the options has been carefully handpicked and expertly assessed by a dedicated team. To travel deeper and to discover the world from a different, ultimately intimate angle is what PRIVATE PLAN stands for and is ready to surprise the most discerning travelers with a variety of suggestions.

PRIVATE PLAN makes it easy not only with a curated portfolio itself, but with the way it is showcased. Super visual and intuitive design, where images and videos are the kings, permits to make an efficient screening, making it really easy and fast to pick up the most appealing option, without getting lost or bored in reviewing endless descriptions.

To get inspired, PRIVATE PLAN offers its digital and interactive lifestyle magazine "LE MAG" with valuable recommendations and tips on selected destinations, experts advice, interviews and much more. "LE MAG" dedicates a special place to the music: each season is to be celebrated with the PRIVATE PLAN playlist release, that is designed to be a perfect compliment to the travel experience.

PRIVATE PLAN is also a Luxury Travel Club with a free of charge membership but with a selective admission system. Its members are the first to discover new proposals, get exclusive discounts for early bookings, specific season promotions and can take advantage of the Club's loyalty program.

In its corporate video teaser "What is Luxury?" PRIVATE PLAN not only makes you dream a little, but reminds you once again that the real luxury is time. Don't waist it and make your own plan in privacy and style to truly enjoy life, discover new horizons and live the moments to remember.

PRIVATE PLAN web: [www.privateplan.com](http://www.privateplan.com)

PRIVATE PLAN teaser: [www.vimeo.com/privateplan/teaser](http://www.vimeo.com/privateplan/teaser)

Additional information: [press@privateplan.com](mailto:press@privateplan.com)



# PRIVATE PLAN

