



Marwa Jaber, CEO of U Travel

# Redefining luxury travel

By Natasha Dirany

## The world is your oyster with U Travel

Imagine yourself deep in the Antarctic Peninsula, gliding past icebergs, tracing the path of explorer Sir Ernest Shackleton, with a leading naturalist by your side to answer all your questions about the staggering landscape and its wildlife while you sail. And at the end of the day, there's no sleeping bag in sight – instead you chill out in comfort aboard Le Boreal, a state-of-the-art expedition ship featuring the latest marine technology, elegant Wi-Fi-equipped suites and all-inclusive services.

This is luxury travel 2.0, courtesy of U Travel.

The online travel provider ([www.utravelme.com](http://www.utravelme.com)) has an arsenal of experts on call 24 hours a day with one single aim: to provide their clients with the most out-of-this-world breaks on earth. The Beirut-based company offers a highly personalized service in order to meet the demands of the modern traveler. "Our clients are carefully selected, and range from top CEOs to celebrities. We prefer quality over quantity," says U Travel CEO Marwa Jaber, whose customers are used to the five-star treatment and come to her in search of something a little more awe-inspiring.

So what do you offer the traveler who has seen it, done it and got the designer T-shirt?

Travel trends have changed dramatically in the last 20 years. The world is shrinking – tourism touches nearly every corner of the globe, backpackers leave no stone unturned and thousands of YouTube clips and travel blogs mean we often know exactly what to expect from our vacations before we even check in. It's understandable then that for high-end travelers the prefix "luxury" has now been replaced with "boutique" and "unique." Bland package deals and impersonal mega-hotels are out, climbing Kilimanjaro or discovering the world's hippest hideaways is in.

And it's this trend that U Travel has refined. With years of experience in the industry, Jaber realized that "exhilarating adventures, fine dining and luxury accommodation can and should be combined." The company pools knowledge from omnivorous travelers and industry specialists on every continent, so they're always up to date with the most exclusive destinations and insider tips.

Some of the most attractive bullet points on U Travel's itineraries are ones that lead you behind closed doors. Attend an exclusive organ concert at the Benedictine Pannonhalma Archabbey in Hungary, a UNESCO World Heritage Site, or enter the 12th-century Cambodian temples of Angkor Wat via a back entrance to avoid the mass crowds. A trip to Egypt takes on another dimension entirely. "You can take a private tour of the Egyptian Museum of Antiquities with an Egyptologist as your guide. And you get to view the tomb of Seti I, a site that is normally off limits to the public," says

Jaber. After a day of intrepid indulgence, you can rest in a number of unforgettable atmospheres, from the modern decadence of London's Blakes Hotel to a royal palace resting on Lake Pichola, in Udaipur, India.

Jaber likens the U Travel service to a wedding planner, stylist or personal trainer. "We get to know our client's wants and needs intimately." The company's agents are available for consultation on every aspect of your trip around the clock, before, after and during your stay. Book a spa treatment prior to your arrival, make sure you're whisked through customs and immigration with VIP assistance or just request the "do not disturb" sign to be left firmly on, leaving you to explore independently, knowing sage advice is only a phone call away if you need a restaurant recommendation.

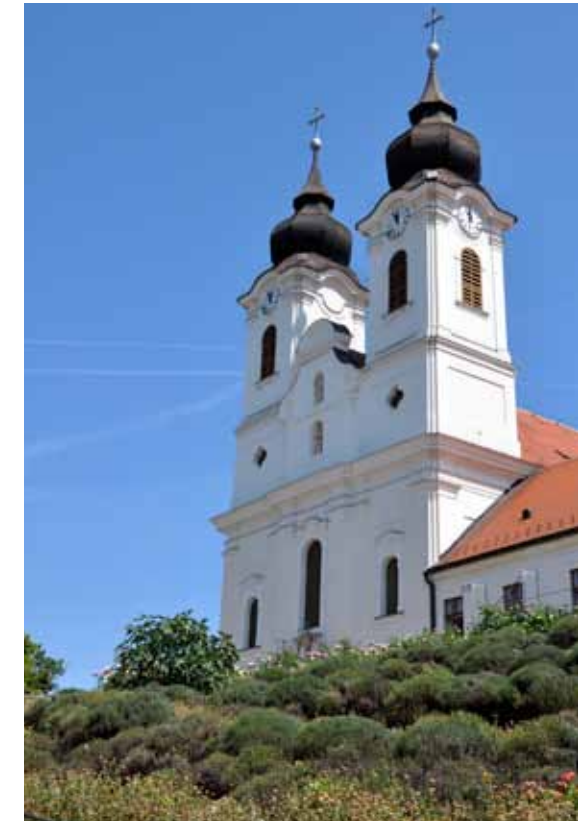
By definition, this brand of luxury doesn't come cheap. Splurge on an extraordinary getaway with a loved one or treat the family to a once-in-a-lifetime experience where money is not object. The company is also popular with international corporations who are looking for the best destinations for their conferences.

U Travel has found a successful niche: transforming luxury travel and the traditional "tailor-made" experience into haute couture travel design.

*To plan your luxury, tailor-made vacation, contact U Travel, tel. 05.454.553, [www.utravel.me](http://www.utravel.me)*



Right The Benedictine Pannonhalma Archabbey in Hungary  
Below The view of Lake Pichola in Udaipur, India  
Bottom photo The Angkor Wat temples in Cambodia



©Getty/Callo Images, Tsar