



WHITE & CO.  
TRAVEL

# How We Work & *Planning* Guide

UNLOCKING ONE-OF-A-KIND PRIVATE MOMENTS IN  
REMARKABLE PLACES.

[www.whiteandcotravel.com](http://www.whiteandcotravel.com)



# Welcome To White & Co. Travel



I'm Joanna — founder of White & Co. Travel.

Travel, for me, has always been personal and I plan trips the way I'd want mine planned: recommendations from the heart, built on relationships I've spent years earning around the world.

Here's my simple rule: I only sell what I know and love. So I travel a lot chasing down the extraordinary, testing hotels and villas, walking the neighbourhoods and finding the experiences worth your precious time away. And because I take the time to really know my clients, every trip I design reflects the person taking it: your pace, your passions, your personality.

Along the way, I've been lucky enough to build a little black book I'm rather proud of - iconic hoteliers, villa owners, private guides and the kind of experience providers who can open doors that money alone can't.

I'm discreet, honest and I'll always tell you when somewhere isn't worth the hype. Think of me as your well-travelled friend who happens to do this for a living — and can't wait to plan your next adventure.

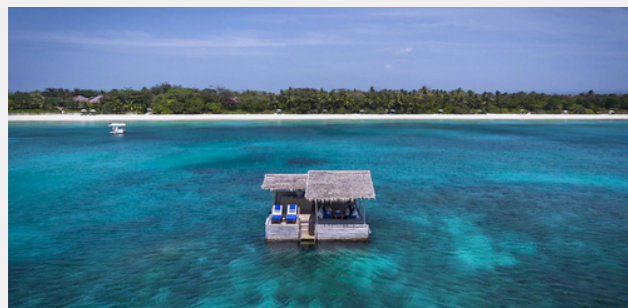
*Joanna White*

OWNER & TRAVEL ADVISOR

# HOW IT WORKS

## FILL OUT INQUIRY FORM

Start by filling out our simple inquiry form to provide us with the details of your trip and preferences.



## SCHEDULE A CALL

Once we receive your form, we'll schedule a call to discuss your travel needs, answer any questions, and start crafting your ideal itinerary.

## PAY PLANNING FEE & CREATE PROPOSAL

After the call, pay the planning fee, and we'll create a custom travel proposal for you to review.



## BOOK YOUR TRIP

Once the proposal is approved, we'll handle the booking process, ensuring everything is reserved and ready for your upcoming adventure.

# WHAT I'LL NEED FROM YOU

## *Your Part in the Journey*

---

- **Start with the inquiry form:** think of it as our first conversation. The more you share, the better I can understand your travel style and design something that feels unmistakably you.
- **Tell me the little things:** the activities you love, how you like to dine, any special requests or celebrations. These are the details that transform a good itinerary.
- **Have your travel documents in order:** passports, visas, travel insurance, and any other paperwork your journey requires. I'll guide you on exactly what's needed, so nothing is left to chance.
- **Pack with purpose:** I'll help you think through what to bring, tailored to your itinerary, the climate, and the local customs of wherever you're headed.
- **Leave the fine print to me:** I keep a close eye on travel advisories, health requirements, and destination-specific guidelines, and I'll keep you informed of anything that affects your journey. You can simply relax and look forward to it.

## *What I'll Need From You*

---

- **Tell me your travel dreams:** your ideal dates, destinations, and budget, plus anything that matters to you: the style of hotels you love, the experiences you're craving, and any special requests.
- **Share your thoughts on your proposal:** your bespoke proposal is crafted just for you, and your honest feedback is what makes it perfect.
- **Settle the planning fee:** this allows me to dedicate my time and expertise to your journey, and officially begins the design of your personalised itinerary.
- **Send through your travel documents:** for international journeys, I'll need your passport details (and any visas where required) so every booking is seamless and stress-free.
- **Give everything a final once-over:** before I confirm your bookings, take a moment to review the finer details with me: flight times, accommodation, and experiences. Then all that's left to do is count down the days.

# TRAVEL SERVICES

THESE ARE THE TRAVEL SERVICES WE OFFER TO HELP YOU PLAN THE PERFECT TRIP. FROM CUSTOMISED ITINERARIES AND EXCLUSIVE ACCESS TO EXPERT RECOMMENDATIONS AND SEAMLESS BOOKING, WE PROVIDE TRAVEL EXPERIENCES TAILORED TO YOUR NEEDS. WHETHER YOU'RE SEEKING AN ISLAND GETAWAY, AN ADVENTUROUS ESCAPE, OR VIBRANT CITY STAY OUR TEAM IS DEDICATED TO ENSURING EVERY DETAIL IS TAKEN CARE OF, SO YOU CAN TRAVEL WITH EASE AND CONFIDENCE.

## EXPLORER

The Explorer is designed for getaways of 1-5 days that deserve just as much care as a grand tour.

**\$250**

## WANDERER

You're looking for a slightly longer stay with some curated experiences included, the Wanderer is for journeys of 6-10 days.

**\$350**

## DISCOVERER

The Discoverer is my most comprehensive planning service, crafted for adventures of 11-16 days, multi-stop itineraries, hard-to-book experiences,

**\$500**

## BESPOKE

My fully bespoke planning service for trips of 16 days + : multi-destination adventures, multiple travellers (8+) and stays in specialised luxury accommodation

**\$1000**

*Prices in USD*

# EXPLORER

## *This is perfect for you if...*

You want something comprehensive/ short but highly curated. Whether it's a long weekend in the city, a few days by the sea or a quick escape somewhere you've always wanted to go, The Explorer is designed for getaways of 1-5 days that deserve just as much care as a grand tour. Tell me where your heart is pointing, and I'll craft every detail, so all you have to do is pack.



## WHAT'S INCLUDED:

- Full-service itinerary planning, from our first conversation to your final proposal
- Booking of flights, hotels, transfers, tours, activities, and those custom experiences you won't find in a guidebook
- My personal recommendations, tried and tested
- Upgrades and VIP amenities at select luxury properties around the world
- Unlimited contact with me before, during, and after your trip; I'm with you every step of the way

FEE'S STARTING  
FROM **US\$250**

# WANDERER

## *This is perfect for you if...*

You're looking for a slightly longer stay with some curated experiences included, the Wanderer is for journeys of 6–10 days. This could be just one or multiple destinations, blending mixed accommodation with highly curated daily activities. I'll plan it all around the way you love to travel and be with you every step of the way.



## WHAT'S INCLUDED:

- Full itinerary luxury travel planning for trips 6-10 days, 5 people or less.
- Includes planning, proposal, booking of air, hotel, transfers, tours, activities, custom experiences, & recommendations
- Includes upgrades and other VIP amenities at specified luxury properties around the world.
- Unlimited contact with your personal Travel Advisor to help before, during, and after travel
- Comprehensive travel itinerary

FEE'S STARTING  
FROM

US\$350

# THE DISCOVERER

## *This is perfect for you if...*

You're looking for that big, bucket-list journey where every detail matters. The Discoverer is my most comprehensive planning service, crafted for adventures of 11–16 days, multi-stop itineraries, hard-to-book experiences, and the kind of insider access that turns a great trip into a once-in-a-lifetime one. From the first conversation to the moment you arrive home, I've got you.



## WHAT'S INCLUDED:

- Full itinerary luxury travel planning for trips 11-16 days, 4 people or less.
- Includes planning, proposal, booking of air, hotel, transfers, tours, activities, custom experiences, and recommendations.
- Includes upgrades and other VIP amenities at specified luxury properties around the world.
- Unlimited contact with your personal Travel Advisor to help before, during, and after travel.

FEE'S STARTING  
FROM

*US\$500*

# BESPOKE

## *This is perfect for you if...*

You are looking for something outside the box, longer trips or highly bespoke. This is my fully bespoke planning service for trips of 16 days or more: multi-destination adventures, multigenerational gatherings of 8+ travellers, & stays in specialised accommodation from private villas & exclusive-use estates to boutique hotels. Every element is designed from scratch around you, the pace, the places and backed by my trusted global network of partners. This is travel planning without limits.



## WHAT'S INCLUDED:

- Fully bespoke itinerary for 16+ days, multi-destination journeys or multigenerational planning for groups of 8+
- Sourcing and booking of private villas, exclusive-use estates, specialised accommodation & insider access to one-of-a-kind private experiences
- Flights, hotels, yachts, private aviation, transfers, tours, restaurants, activities
- Upgrades & VIP amenities at preferred luxury partners worldwide
- Unlimited contact with your personal Travel Advisor to help before, during, and after travel.

FEE'S STARTING  
FROM

*US\$1000*



WHITE & CO.  
TRAVEL

# I'm *So Excited To* Work With *You!*

DELIVERING UNMATCHED SERVICE, INSIDER BENEFITS, AND  
TRANSFORMATIVE EXPERIENCES THAT LINGER LONG AFTER THE  
TRIP ENDS.

[www.whiteandcotravel.com](http://www.whiteandcotravel.com)