

7th
ANNIVERSARY
SPECIAL



VASIM SHAIKH
FOUNDER & CEO,
THE Q EXPERIENCES

“Lose yourself to find novelty”

LUXURY TRAVEL to me has always meant extraordinary encounters and unexplored destinations, it entails a subtle amalgamation of opulence, personalisation and creativity. Designing a unique travel experience for the growing demographic of more sophisticated and worldly consumers requires expertise. Travellers, today, are on the lookout for novelty and uniqueness. They believe that investing in experiences holds more value than spending on tangible objects. At The Q, our team of experience designers tailor-make travel stories based on the expectations and preferences of our travellers. Our guests want to indulge their senses and passion, they want experiences that haul them to unimagined lands and luxuries. Curation is the key and the real grandeur lies in encounters that go beyond what has already been explored. Here are some of my favourite recommendations for our affluent and evolved travellers.



A focus on novel experiences is the next frontier in luxury travel

THE WHITE CONTINENT (ANTARCTICA) The White Continent is a voyage to the seventh continent of Antarctica. Cruising on The Majestic Explorer, a remarkably luxurious vessel makes this the most refined way of exploring the wilderness of the Antarctic with expert naturalists and researchers. On board, travellers can indulge in superlative culinary crafts prepared by the Indian Michelin Starred Chef Atul Kochhar and the catering centre of excellence run by Alain Ducasse Conseil.

THE POLAR BEAR ALLEY (CANADIAN ARCTIC) Accompanied by the local Inuit guides, The Polar Bear Alley has been designed to provide travel and wildlife enthusiasts a once in a lifetime opportunity to get up close and personal with the polar bears. Luxurious en suite camps in remote locations that are accessible only through private jets are set up north of the Tundra region. Since the camping sight is devoid of any light pollution, this makes it an ideal spot for experiencing the Aurora Borealis or Northern Lights.



“Travellers have the willingness to spend as long as they are assured of an experience worth their money.”

ICE DRIVING (NORDIC LAPLAND) For someone who likes the fast and fine life, a gripping supercar ice-driving expedition in the Arctic is a must. About 200 miles north of the Arctic Circle lie three huge lakes frozen in impermeable ice. Travellers are chauffeured down to the frozen tracks where they can drive these marvellous machines. The vehicles are engineered specifically to help find the right grip and balance. When ice and rubber create friction, this supercar can easily manoeuvre itself out of the snow and ice.

PORTUGAL ON YOUR OWN STEAM (BIKING IN PORTUGAL)

The Portugal which the world knows consists of the sun shining down on the Algarve coast as tourists make their way to the beach. Portugal on a bike is a life-changing experience. We believe that exploring Portugal through the confines of a car does not do justice to the beauty of this destination. The exquisiteness of this picturesque piece of land is best explored on a bicycle.

WINGS OVER AFRICA At The Q, we can create and execute a flying safari over much of the African

continent. In Namibia, the flight covers the beautiful Kunene River region. Over Botswana, the flying safari allows travellers to view the extreme and immense grandeur of the Okavango Delta. Flying over Zambia, our travellers can explore the monumental Victoria Falls, and spy the smoke that thunders. In Mozambique, we give our travellers the opportunity to witness the tropical paradise of the Mozambican archipelagos.

They say, in order to find yourself, you should first lose yourself. What better than to lose yourself to peace, to nature, to wellness, to life! Vacations, today, are all about travelling to a new destination and investing in experiences which are unique, uncommon, enriching and fulfilling. Travellers want to indulge as long as they are assured of an experience worth their money. Ardent travellers are always willing to travel across the world to tick off such experiences from their bucket list. ☒

Portugal on a bicycle or the Nordic Lapland for ice driving are just some of the experiences available today