



Jaclyn Sienna India Press Book

press@siennacharles.com
www.siennacharles.com

Content

- | | | | |
|----|--|----|--|
| 1 | The Hollywood Reporter
The Bezos-Sánchez Merger: The Ultimate Inside Guide to the Wedding of the Century | 14 | Arabian Business Magazine
Surge in 'workation' in GCC as CEOs, business owners and top-paid expats take overseas family outings at whims |
| 2 | Spear's
The best luxury travel companies | 15 | Business Insider
Luxury travel 'concierge' reveals how wealthy clients do Las Vegas differently: From \$700 hotel suites to \$200 caviar |
| 3 | Spear's
The best travel and holiday advisers | 16 | CNBC Make It
These 2 vacation splurges aren't worth it, says travel agent for billionaires |
| 4 | Travel Weekly
Learning the language of Luxury | 17 | Tosh Show
My Future Ultra Luxury Travel Agent - Jaclyn Sienna India Tosh Show |
| 5 | Douglas Elliman Magazine
Your Every Wish | 18 | Travel Weekly
Sienna Charles founder went her own way to serve the ultra-wealthy |
| 6 | Town & Country
A Snob's Guide to New Zealand | 19 | CNBC Make It
3 habits high-powered people use to disconnect from work on vacation |
| 7 | Robb Report
Why Secret Luxury Hotels Are Opening Inside Existing Properties | 20 | Business Insider
The most coveted restaurant reservations in 7 big US cities |
| 8 | The Times
Want Elton John at your party? Here's who to call | 21 | CNBC Make It
The big mistake that can leave you 'highly disappointed' with your vacation, says travel agent for billionaires. |
| 9 | The New York Times
Obscene Prices, Declining Quality: Luxury Is in a Death Spiral | 22 | Private Banker International
Navigating the complex world of luxury asset succession |
| 10 | The Hollywood Reporter
Move Over, St. Barts: Hollywood's Top Travel Agents Reveal the A-List's Holiday Plans | 23 | Quartz
Meet the travel agent who only works with clients earning \$100 million a year |
| 11 | Robb Report
7 Private Islands in the Caribbean That Are Worth the Buyout | 24 | Quartz
The 5 most exclusive New York restaurant reservations, according to hospitality experts |
| 12 | The Economic Times Luxury
Arranging travel requests of ultra-rich is not about financial means but about connections | | |
| 13 | Robb Report
The 7 Best Beach Resorts to Visit in Southeast Asia This Fall | | |

Content

- | | |
|--|---|
| <p>25 Robb Report
The 50 Greatest Luxury Hotels on Earth</p> <p>26 New York Post
Puppy love? Why haute honeymoons are bringing along dogs</p> <p>27 Town & Country
How to Ensure Your Carry-On Doesn't Get Gate-Checked This Summer</p> <p>28 Forbes
The Best Travel Destination Dupes, According To Experts</p> <p>29 Deloitte's <i>Luxury on Air</i>
Episode 28: The art and business of ultra-luxury travel concierge services with Sienna Charles</p> <p>30 Forbes
How The Travel Preferences Of The 0.1% Have Changed In The Last Decade</p> <p>31 Spear's 500
Best travel and holiday advisers 2024</p> <p>32 Spear's 500
Best luxury travel companies 2024</p> <p>33 The Cut
What It's Like to Plan Vacations for Billionaires</p> <p>34 The Wall Street Journal
The Longevity Vacation: Poolside Lounging With an IV Drip</p> <p>35 Vogue
8 of the Best Destinations to Travel to This Memorial Day Weekend</p> <p>36 CNBC Travel
'Quiet luxury' was once all about fashion — but now it describes how the top 1% travel too</p> | <p>37 Conde Nast Traveller UK
The Billionaire Whisperer</p> <p>38 Business Insider
Billionaires and A-listers pay me to plan their luxury vacations. For \$150,000 a year, I get them into the best restaurants and hotels in the world.</p> <p>39 Business Insider
The 5 Airways Worth Splurging on for the Best First-Class Experience</p> <p>40 Robb Report
The 50 Greatest Luxury Hotel Suites in the World</p> <p>41 The Telegraph
Where the A-list go for winter sun (and how they do it)</p> <p>42 The Hollywood Reporter
All the Dreamiest Places to Stay in Fiji</p> <p>43 Elle Decor
The 24 Best Pet-Friendly Hotels in New York City</p> <p>44 Robb Report
21 Renowned Travel Specialists Who Can Make Your Dream Vacation a Reality</p> <p>45 Style
Slow, sustainable and immersive travel is 2023's tourism trend</p> <p>46 New York Post
Yachts, villas, chefs: Rich Americans spending more than ever on vacations</p> <p>47 Robb Report
With Wealthy Russians Laying Low, Americans Have Taken Over as Travel's Biggest Spenders</p> <p>48 Conde Nast Traveller
How do the rich and famous travel? Their agent lets in on tricks of the trade</p> |
|--|---|

Content

- | | |
|--|--|
| <p>49 The Hindu
Jaclyn Sienna India, the travel guide to presidents</p> <p>50 Business Insider
5 travel planners who book trips for celebrities and the ultra-rich shared the 6 most surprising things about their jobs</p> <p>51 Barrons
20 Minutes With: Luxury Travel Impresario Jaclyn Sienna India</p> <p>52 Barrons
Worldwise: Luxury Travel Guru Jaclyn Sienna India's Favorite Things</p> <p>53 DOLCE
Jaclyn Sienna India: Money Screams, Wealth Whispers</p> <p>54 CNN Travel
Meet the luxury travel agent who plans trips for former US presidents and world leaders</p> <p>55 The Richest
Inside The \$150K A Year Concierge Service Offered By Sienna Charles</p> <p>56 Washington Post
How the ultra-rich are traveling during covid, according to their travel advisers</p> <p>57 Huffpost
Should You Book A Trip For 2022 Now Or Wait?</p> <p>58 Luxury Travel Magazine
Meet The Luxury Lifestyle Expert at the Forefront of Luxury Travel's Evolution</p> <p>59 Coveteur
It's Official: These Are the Best Beach Towns to Put On Your Travel List</p> <p>60 Family Office Magazine
Summer 2021 edition</p> | <p>61 The Infatuation
25 Random Things You Need For Your Next European Vacation, According to Travelers Who've Recently Been</p> <p>62 Forbes
Luxury Concierge Jaclyn Sienna India Shares Post Pandemic Travel Trends</p> <p>63 Air Mail Weekly
Do you have a personal travel ninja?</p> <p>64 Embearder
The fine art of bespoke travel</p> <p>65 Megayacht News
Megayacht News Radio: Jaclyn Sienna India, Sienna Charles</p> <p>66 Barrons
The Wealthy Are Moving Toward Intangible Luxury Assets, Including Passports and Healthcare</p> <p>67 Daily Mail
How the other half holiday! From a Fijian resort to a VERY posh campsite in Cambodia, Tatler reveals the top destinations for billionaires in 2019 - but they will set you back THOUSANDS</p> <p>68 Tatler
Where the world's billionaires will be holidaying in 2019</p> <p>69 WealthX
Tailor Luxury Travel Experiences to the Highest Tiers of Wealth</p> <p>70 The Hollywood Reporter
A New 1% Must-Have: Concierge Services for %150,000 a Year</p> <p>71 Centurion-Magazine
Travelling Mindfully</p> <p>72 Refinery29
Here's How Much It Would Cost To Recreate Meghan & Harry's Recent Trip To Amsterdam</p> |
|--|--|

Content

- | | |
|--|---|
| <p>73 Harpers Bazaar
What it's really like to... run an elite-travel company</p> <p>74 BBC
The fixers for the high-flying elite</p> <p>75 Wall Street Journal
How New-Breed Travel Agents Can Give You an Edge</p> <p>76 The Telegraph
Superyachts, private trains and The Lion King: the most extravagant holidays of the year revealed</p> <p>77 Vogue
Where to Spend This New Year's Eve, According to a Travel Super Agent</p> <p>78 Travel Weekly
Meet The Travel Agent To The Stars</p> <p>79 Forbes
Meet The Super Travel Agent Who Takes U.S. Presidents To Remote Lands</p> <p>80 NY Times
How to make the most of a layover</p> <p>81 Bloomberg
A Revealing Look at CEO Travel Habits</p> <p>82 Hollywood Reporter
How Hollywood High-Net-Worth Families Do Vacations</p> <p>83 Harper's Bazaar
The Ultimate Guide to London's Luxury Hotels</p> <p>84 Travel Market Report
Super Agent: Jaclyn Sienna India Sells Luxury To The Elite</p> | <p>85 Forbes
How Should You Get To Your Luxury Hotel? The Whys and Why Nots Of Booking A Hotel Car</p> <p>86 Allure
How to Get the Most Out of Your Spa Vacation</p> <p>87 Skift Report
The Rise of Experiential Travel</p> <p>88 Palm Beach Illustrated
Jaclyn Sienna India Palm Beach Beauty</p> <p>89 Travel Weekly
Sienna Charles: The luxury agents next door</p> <p>90 Travel Agent Central
Sienna Charles Talks Bringing Back the Storefront</p> <p>91 Dwell
A Modern Design Hotel in Vienna</p> <p>92 Dwell
A new breed of travel agency</p> <p>93 Palm Beach Daily News
Island travel pros Sienna Charles promise access, personalized service</p> <p>94 Travel Weekly
Family focus at Breakers</p> <p>95 The New York Times
The Hail-Mary-Moon</p> |
|--|---|



HOME > LIFESTYLE > LIFESTYLE NEWS

The Bezos-Sánchez Merger: The Ultimate Inside Guide to the Wedding of the Century

Everyone from Leo to Ivanka Trump has RSVP'd to the star-packed Venice nuptials. Did your invite get lost in the mail? No worries. We've got you covered.

BY BETH LANDMAN  JUNE 21, 2025

It's been nearly 45 years since the term "wedding of the century" was bandied about so freely as it has been in advance of the [Jeff Bezos](#) and Lauren Sánchez nuptials, with her own brother saying, "I think it's gonna be like a Princess Di thing." But there are decided differences between the wedding of the last century and the upcoming union. Though both grooms are among the wealthiest men in the world, Charles was, well, a prince, and Bezos, valued at \$233 billion, was raised only by his mother, who was employed as a secretary. And, of course, the brides couldn't be more disparate — Diana Spencer was a blushing teen, while very little seems to make the 55-year-old former newscaster blush.

The Hotels

The couple is said to be staying at the Aman, on the Grand Canal, the grande dame property where George and Amal Clooney were married, and rooms range from more than \$3,000 to \$32,000 nightly. They have booked at least four hotels in part or in full, including the Aman, the Gritti Palace, The St. Regis, the Belmond Cipriani and Hotel Danieli.

“The interiors of the Aman are so stunning that I can’t imagine them using it just to house people and not for one of the events,” says Michael Torbiak, owner of M.Domo luxury concierge travel service, who caters to the entertainment industry and tech world. “The Cipriani is the place to be in the summer because it’s got a huge pool and a super dolce vita vibe.”

Jaclyn Sienna India, CEO of luxury travel service Sienna Charles, who has been working with some Bezos wedding guests, observes of the Aman, “Some of the actual rooms have amazing frescoes on the ceiling going back hundreds of years. The palazzo is rococo — the architect restored it and put modern Italian furniture inside.”

The Wedding Planner

So it is a royal wedding, sort of. In addition to the anticipated attendance of Jordan’s Queen Rania, the orchestrator is London-based Lanza & Baucina, founded by Prince Antonio Licata di Baucina and his cousins, Counts Riccardo and Aleramo Lanza, who own a 16th century palace in Palermo. Having organized the weddings of the Clooneys and Salma Hayek and François-Henri Pinault, they certainly have an inside track, setting up private travel and providing difficult-to-score access for the likes of Henry Kravis.

The City

After learning about the impending wedding, Morris Ceron, director general of the Venice council, told the London Times that he began a campaign to bring the nuptials to the Adriatic city, but the residents weren’t as enthusiastic. Activists opposed to the disruption of the city and the environmental impact of the large gathering have slapped posters across Venice deriding Bezos and claiming he wants to turn the entire town into his personal party. They are planning to greet that party with noisy protests. Mayor Luigi Brugnaro has suggested that the rabble might be quieted by a contribution to Venetian coffers, and sources say that donations have definitely been made, but Matteo Secchi, founder of Venessia.com, a group that defends the city’s heritage, huffed to the U.K. Telegraph, “This is Venice behaving as a prostitute.” June is one of the most popular times to visit Venice, and those who go annually also are distressed. The Sunday Times has dubbed the affair, “Jeff in Venice,” and, according to India, “If you are a normal person heading to Venice, this will demolish your vacation.” She predicts that because of security issues, “the town will come to a standstill.”

The Guests

Hollywood heavyweights including Barry Diller with Diane von Furstenberg, Brian Grazer, DiCaprio and Eva Longoria will party with tech bros like Bill Gates; media personalities including Kim Kardashian, Kris Jenner, Oprah Winfrey and Gayle King; first family members Ivanka Trump with husband Jared Kushner; models Morrone and Karli Kloss with husband Josh Kushner; and music world bigwigs Mick Jagger, Jewel and Scooter Braun

To read the rest of the article, [click here](#).



The Spear’s ranking highlights a selection of luxury travel firms that have set the benchmark in this space. From the conservation-led journeys of [&Beyond](#) or the discreet, high-touch service of [Sienna Charles](#), to [Abercrombie & Kent](#)’s global infrastructure and decades of know-how, these companies are trusted advisers as much as they are travel planners.

Spear's Travel Services Index		
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Company	Focus	Rank
&Beyond	Ethical ecotourism	Top Recommended
Berkeley Travel	Bespoke itineraries	Top Recommended
Cazenove + Loyd	Access to extraordinary experiences	Top Recommended
Cookson Adventures	Secluded routes and untouched destinations	Top Recommended
Abercrombie & Kent	Experiential travel	Top Recommended
Minerva Private Travel	Mind-expanding travel	Top Recommended
Scott Dunn Private	Seamless tailored travel	Top Recommended
Sienna Charles	Billionaire clients	Top Recommended
The Luminaire	Life-changing journeys	Top Recommended



Jaclyn Sienna India

Focus: Centi-millionaires and billionaires

Ranking: Top Recommended

Firm: Sienna Charles

Jaclyn Sienna India's company, Sienna Charles, offers experiences that range from the simple to the sublime, and caters specifically to American centi-millionaires and billionaires.

With a business model similar to that of a private members' club, prospective clients are interviewed by India to determine whether they're a good fit for the company. 'Our clients have all the money in the world, but what they want is excellence. You can't Google excellence.'

[Read Jaclyn Sienna India's full profile on *Spears500.com*](#)

LEARNING THE LANGUAGE OF LUXURY

PART 2 OF 2

In the second part of a two-part series on ultraluxury bookings, advisors discuss how to talk, walk and understand the ultrahigh net-worth lifestyle.

BY JAMIE BIESIADA
MARCH 3, 2025

Ultraluxe clients: not for everyone

In January, Virtuoso created an ultrahigh-net-worth division to deepen the consortium's ties in the ultraluxe world by collaborating with luxury brands across a variety of industries, including jewelry, fashion, art, culinary, automotive and wellness.

The division's general manager, Shelby Donley, said it's wrong to think "you must come from a place of wealth to navigate through this world of [ultrahigh-net-worth] consumers." "No one is born a surgeon or an attorney," she said. "Instead, they must become educated in their field, earn degrees and gain experience."

For travel advisors, Donley said, serving high-end clients takes both time and experience. While an advisor's own background isn't important, what is important is having empathy and skills like "extraordinary problem-solving."

A former advisor, Donley said she had little knowledge of ultraluxe travel when she started in the business. She learned from Virtuoso suppliers and fellow advisors to build her knowledge base.

The consortium also offers members the Ultra-Luxe Community, a group of suppliers and advisors interested in the topic that provides education, marketing and networking. Working with ultrahigh-net-worth clients isn't for everyone, though, Donley cautioned. "It is a discipline for advisors who are committed to proactively assessing and addressing the client's needs 24/7 and have an unwavering commitment to performing at a peak level," she said. "That's not for everyone, and it takes time and dedication over years to excel in this segment."

Jaclyn Sienna India, founder and CEO of Sienna Charles, echoed Donley's sentiment that the ultrahigh-net-worth world isn't for every advisor.

India didn't grow up in luxury. She was first exposed to it while working at Le Bec-Fin, a five-star restaurant in Philadelphia. The clientele there "completely opened up my eyes," she said. Today, India's team only sells products she has personally vetted and deemed appropriate for the billionaires they serve.

But for advisors just starting in the luxury space, she encouraged a step back: "The first thing they need to figure out is why they want to service this clientele."

While she didn't grow up with money, India did grow up with specific preferences and tastes. She also identifies with many of the ultrawealthy clients she serves because she shares with them a desire to continuously learn, improve and polish themselves, she said.

"I think it starts with a standard," she said. "I think a lot of people go after the ultrahigh-net-worth world because they think it'll bring them more money, or they think it's more glamorous, or for different reasons. They need to figure out why they identify with that world first, so that way they can learn to be in it, because it may not be a fit."



'Advisors need to figure out why they identify with the ultrahigh-net-worth world first, because it may not be a fit.'

Jaclyn Sienna India, Sienna Charles

For the advisors who do identify a compelling desire to serve this luxury segment, they must immerse themselves in all things ultraluxe, India said. That started for her when she worked at a travel agency in Palm Beach, Fla., that regularly served billionaires. She got to know them and their preferences and needs, and she experienced the places and amenities they did. It was all information she'd later use to establish Sienna Charles.

Elliman

SPRING 2025

People

YOUR EVERY WISH

LUXURY TRAVEL AND LIFESTYLE CONCIERGE JACLYN SIENNA INDIA
BRINGS DREAMS TO LIFE.

By David Graver
PHOTOGRAPH BY TYMEL YOUNG

A private candlelit dinner at Versailles? Cocktails at the Egyptian pyramids? Jaclyn Sienna India makes those wishes—and countless others—a reality for her billionaire clients.

Membership in her ultra-luxury travel and lifestyle agency, Sienna Charles, is limited to those with a net worth of \$100 million or more. Her ever-expanding clientele includes politicians, celebrities, titans of industry, and other public figures. (George W. Bush and Mariah Carey are among them.)

India and her team have built a reputation as elite fixers—individuals who can open any door for their clients. Her capabilities are underscored by obsessive attention to detail, a deep understanding of the tastes and lifestyles of the extremely rich, and a passion for service and travel that she developed over more than two decades in both fields.

To stay abreast of emerging trends and offerings in the world of luxury travel requires extensive travel on India's part. "I've been to 90 countries," she says matter-of-factly. "I'm on the road every week checking out new destinations." Fortunately, she is a keen traveler. Among her favorite destinations are Nepal, Tanzania, Ethiopia, and Mongolia.

Much of her globe-trotting research is fueled by a desire to see through marketing language. "The first half of my career was driven by a sense of wanderlust and excitement," she says. "Now I challenge myself to find authenticity. Everybody is selling luxury. Every hotel is \$1,500 a night. But what really lives up to the marketing promise? That's what we are seeking. It may not be on a media list. It may not be what everybody else is raving about—but it's what impresses us." Her findings are noted in a covetable little black book that catalogues her exclusive network, including more than 2,000 of her personal contacts in the hospitality industry, from luxury yachts to the world's best hotels and restaurants.

Earning the trust of the one percent is no small feat, but Sienna Charles's

clients rely heavily on the company's expertise and skill in making the impossible possible. Most utilize the team between 110 and 140 times per year.

"When you are worth \$100 million or more, you've built out your bubble," India says. "Let's say you have three to five homes. You have your plane. You have your staff. You want your travel experiences to match your bubble—the same level of service, the same expectation. Our clients work with one accountant, one lawyer, one broker. They have experts that they return to." Sienna Charles provides the same level of one-source expertise in travel and lifestyle experiences. "We understand who you are, what makes you tick, and what your vision is. We execute from there."

The most challenging requests are those that money alone can't solve, says India: for example, time-sensitive experiences with limited availability. "Our clients often come up with last-minute requests, like getting Super Bowl tickets the night before," she says. No availability? No problem. India can leverage her connections to secure tickets on the 50-yard line. Therein lies the power of the little black book. It is only through personal relationships cultivated over decades that she achieves this. "That is the unrivaled value we bring to our members," she says.

While India's expertise is generally reserved for her clients, she shares a bit of insight with Elliman readers. "The whole world has become beholden to FOMO. It's, who's in the Taylor Swift tent? Who is in Saint-Tropez? Who is in Aspen? If you are worth a billion dollars, you've reached a pinnacle of success. You shouldn't feel the need to belong. There's a whole world out there. Find different places."

What are those places? The secret destinations everyone will soon whisper about and that may well form the future of our collective travel dreams? You can be sure India will know before the rest of us—and, by extension, so will her clients.



HAZAR ABBAS PHOTOGRAPHY // GETTY IMAGES

[Leisure](#) > [Travel](#)

A Snob's Guide to New Zealand

It's time to revisit the age-old question: Should we all move to New Zealand?

BY AMY LOUISE BAILEY PUBLISHED: JAN 22, 2025

Once upon a time, you might have been hard-pressed to find European ready-to-wear, Michelin-starred cuisine, or blue-chip art in New Zealand—even in Auckland, its most cosmopolitan city. Then that all began to change circa 2017, when the billionaires, fueled by doomsday fears and a certain presidential election, started moving in. The country's geographic isolation—once considered a limiting barrier to entry—had become its greatest asset (that it's breathtakingly beautiful helps, too).

It still is, for obvious reasons: The day after the 2024 election, registrations from the U.S. to the Live & Work New Zealand website saw a 6,500% increase, while traffic to the official immigration site soared to 91,000, up from a daily average of 7,000. Yes, we're having a déjà vu moment: In the aftermath of the 2016 election, 56,000 Americans inquired about visas within 24 hours of the results.

Jaclyn Sienna India, founder of Sienna Charles, a travel concierge to the one percent, has also seen an uptick in demand, particularly among her most deep-pocketed of clients. "They are drawn to its stunning natural beauty, clean food, and opportunities for wellness and outdoor adventure," she says. And to its unique character: "New Zealand remains a place that doesn't try to cater to everyone." A hedonistic playground it is not; the vibe is distinctly different from renowned summer hotspots like Mykonos, Capri, and Ibiza. Likewise, over the winter months, you won't find any chinchilla-clad influencers spraying champagne around on the ski fields as you might in Aspen. Instead, India says, "it attracts those seeking tranquility and exclusivity." Whether you are overdue for a second (or third) visit, or you're seriously considering a real estate investment, or you simply want to see what all the fuss is about, a comprehensive guide, below, to discovering your own slice of New Zealand paradise.

To read the rest of the article, [click here](#).



TRAVEL / HOTELS

DECEMBER 31, 2024

Why Secret Luxury Hotels Are Opening Inside Existing Properties

One building, two hotels: Hoteliers love it, but industry experts aren't sold.

By CARLEY THORNELL



When local media reported that Madeira's most famous son, Cristiano Ronaldo, rang in 2024 enjoying the boom of fireworks from high atop the Portuguese island's Savoy Palace, it's just the kind of boldface endorsement hotelier Ricardo Madias-Farinha was hoping for.

At the time, Madias-Farinha was celebrating the opening of his family's seventh hotel; their crown jewel, hidden within the Savoy Palace.

Dubbed the Reserve, the new hotel joins a growing number of somewhat-secret upscale hotels-within-hotels. With just 40 rooms, the Reserve occupies the top floors of Savoy Palace. Its rooms are larger, ranging from 580-square-foot suites with private plunge pools to a 2,300-square-foot Retreat penthouse. While other rooms are mirror images of Palace suites, these rooms come with elevated design embellishments and personalized service.

A separate entrance and check-in process leads to a private sun-emblazoned elevator inspired both by Louis XIV and the Atlantic-facing accommodations. There's access to a private pool that's more intimate than the one shared by the 309 rooms belonging to 2019's Savoy Palace, and all-day dining at the Reserve-exclusive Jacarandá Club lounge and restaurant. Reserve guests also enjoy complimentary transportation for the duration of their stay in a Rolls-Royce.

Elsewhere in recent years, Santa Fe's historic La Fonda on the Plaza has craved out a private 15-suite enclave called Terrace Inn; South Florida's the Boca Raton has debuted a Tower Suite Collection; and the Breakers Palm Beach has renovated the Flagler Club into a boutique hideaway on the top two floors. They're all examples of brands adding different levels or sub-brands within existing footprints.

It's a phenomenon born out of a global luxury hotel market that's growing faster than hoteliers can deliver. By capitalizing on existing hotel buildings, brands can create a fresh block of highly priced rooms with a minimum of renovation and a lot of rebranding. Better still, they can do it fast.

But some industry experts are suspicious of this upstairs/downstairs approach to inn keeping. "This is the same thing as when VW takes a Passat, puts an A3 badge on it, and it becomes an Audi," says Aرسالun Tafazoli, founder of San Diego-based hospitality group CH Projects. "It seems like a great idea for someone looking at spreadsheets, but not necessarily someone who understands the humanities of a space."

He recalled his stay at NoMad Las Vegas, a "fragmented" attempt to re-create a distinctly New York City experience within the behemoth 2,700-room MGM Resort in the heart of the Strip. "That lobby level just got really schizophrenic to me. That original was just so special, and then they exploited the hell out of it," Tafazoli says.

Designing with intention—such as different entrances and elevator banks, instead of gerrymandering existing spaces—is perhaps one of the biggest challenges for properties that aren't truly new builds, he explains.

"An obvious 'split' or delineation between spaces, with floors dedicated to this or solely to that, just seems disingenuous," Tafazoli says. "It doesn't feel like that's the original intent, or the heart and soul of what that place was supposed to be."

For Leigh Salem, a partner at Brooklyn-based design firm Post Company, creating a new hotel division within an existing operations is no quick fix and needs to go beyond gold fixtures on "more exclusive" floors and silver on the others, she says. "In some ways it's much harder than building a hotel."

"This trend is a marketing ploy," adds Jaclyn Sienna India, founder of [Sienna Charles](#). "It's mostly only four-star hotels that are trying to be 'luxury,' by putting great sheets on a bed, which anyone can do. That's not ultra luxury, it's mass-market luxury. The way hotels today are elevating is not by creating distinct experiences, but by raising prices."

To read the rest of the article, [click here](#).



Want Elton John at your party? Here's who to call

Meet the luxury concierge services who can make just about anything happen, from organising a meal on top of the Arc de Triomphe to flying a handbag to you via private jet from Paris



In a world of rising global wealth, the 0.001 per cent are often travelling — and they want nothing to be off-limits. While in the past they might have relied on a valet almost as attentive as PG Wodehouse's Jeeves or tipped hotel concierges wearing the Les Clefs d'Or golden crossed keys, there is now a whole industry dedicated to ensuring such worldly individuals can do exactly as they please wherever they are.

The rise in demand for luxury concierge services is connected to increasingly demanding lifestyles; money is time and making special bookings takes just that. "Post-Covid, every restaurant is booked, every hotel is booked, prices have risen, and people are just dying for service more and more," says Jaclyn Sienna India, 43, of Sienna Charles. "It's about being paid attention to, being listened to, having your needs met."

Based in New York, Sienna Charles is a membership-based business for those with a net worth of \$100,000,000 or above (confirmed by background checks). The team of 16-and-counting works with no more than 100 families to ensure a personal experience. As with many clubs, applicants are often referred to Sienna Charles by members, and India has a long conversation with prospective clients to ensure both sides see value in the arrangement.

“There’s close to 30,000 people worth a hundred million or more. So that’s a lot of people trying to get the same events, the same restaurants, the same designers,” India says. “People really only want the right people at their events, they are getting a bit more picky.”

The ideal client for Sienna Charles is used to delegating in their job and personal life; a well-mannered, type-A person who allows the team to have some creative freedom and incorporate an element of surprise into their itineraries. The vetting process ends with the client paying the annual membership fee upfront and in full — \$75,000 for travel-only services and \$150,000 including lifestyle services.

Since its inception in 2007, Sienna Charles has closed off world-renowned destinations like the Taj Mahal, the Louvre and Machu Picchu for exclusive entrance — but a sense of connection is now just as important to clients. Not only can Sienna Charles secure a reservation at a top restaurant in New York, the team can also arrange a trip to the French winery that made the favourite bottle of wine of the evening. If it arranges an art gallery visit in London, it can also help clients to develop a relationship with the gallery and acquire pieces for their own walls. “We find that people travel to pursue passions. That’s the No 1 reason they’re leaving their house,” India says.

For those who appreciate fine dining in unique places, the team has organised a private breakfast cooked by a Michelin-starred chef on top of the Arc De Triomphe in Paris, a candlelit dinner for a family of eight after hours at Versailles, and breakfast with the Fendi family at home in Rome. “People are looking for something deeper,” India says. “They’re making sure that they have the best access.”

India first experienced the world of luxury when attending art school in Philadelphia and working at the five-star restaurant Le Bec-Fin between classes. She became fascinated with the well-heeled clientele, wanting to know how they made their fortune and what was so special about the pheasant the chef had flown in from northern France for their dinner. On graduating, she worked at a travel agency but wanted to book much more than flights and hotels, so she set up Sienna Charles.

The jet set often follows the same calendar — Europe for the summer, a stop by the Hamptons, Thanksgiving and Christmas somewhere special, a ski trip, and then back for spring break. India is often on the ground, ensuring each experience is worth her clients’ time while finding new, buzzed-about attractions.

“The calendar is anchored in those events and the destinations that are really hot,” she says, noting St Tropez and St Barts in particular. “They want to be at parties. They want to have a great social life. And so we’re supporting that by really enhancing the lifestyle part of our company and making sure that we’re there to meet all of those needs.”

To read the rest of the article, [click here](#).

Obscene Prices, Declining Quality: Luxury Is in a Death Spiral

Dec. 19, 2024, 5:01 a.m. ET



The holiday shopping season is hitting its apex. And do you know what I, a longtime fashion editor, will not be buying my loved ones this year? Big-name luxury fashion. I'd sooner set my eyebrows on fire.

Why am I betraying the industry to which I've dedicated the better part of the past 20 years of my life, you might wonder? Let me tell you a story.

When, for the Fall 2023 season, Marc Jacobs reissued the runway-show version of his Kiki boots — a sought-after, supple-leather style that I'd been lusting after since their 2016 debut — I found a way to squeeze them into my budget. I'd had a tumultuous few months, and I figured I'd treat myself to something I'd treasure forever. Something that would last.

They did not. The right heel cap fell off after a handful of wears, revealing a flimsy plastic cavern. I got it replaced, only to have a four-inch platform base snap off like a rotting tree limb days later. Timber! Two passers-by heaved me up, and I limped home, barefoot. In February, I demanded a refund, which I promptly put toward much-needed physical therapy.

My experience sums up everything that's gone wrong with what once served as semiotic shorthand for the good life. In recent years, luxury of all kinds has become obscenely, disgracefully, inconceivably costly. And the price hikes we've seen are steeper than what inflation would dictate. What's worse? As costs climb, quality hasn't. In fact, it's largely declined.

“Luxury is in chaos,” said Gill Linton, a fashion and marketing expert and a co-founder of luxury vintage platform Byronesque.

I’d go a step further. Luxury is in a death spiral. After a decade of nearly unfettered growth, the sector is bombing across the globe. Analysts point to less-affluent buyers reining in their spending and slowing demand in China. I believe there’s another culprit: a growing realization that many luxury houses have broken the principles that made them so successful. These hoity-toity brands, which cheapened their essence and eviscerated their desirability with down-market celebrity partnerships, licensing deals and influencer advertising, have no one to blame but themselves.

This started at the source of so many modern woes: social media. For those not glued to TikTok or “The Kardashians,” social media, helped along by reality TV, has instigated a frenetic game of one-upmanship in which top social-media content makers aim to project wealth while outdoing themselves and their competition. This means flaunting luxury goods in posts that are then spread widely by algorithms. Kyle Richards, a cast member of “The Real Housewives of Beverly Hills,” has become infamous for hitting the gym with a difficult-to-get Hermès Birkin bag — which costs anywhere from five figures to hundreds of thousands — dangling from her arm.

At the same time, the rich were getting richer — and more people were joining them. According to Swiss bank UBS, there were 7.64 million millionaires in the United States in 2000. By 2023, we saw that number nearly triple.

For those who aren’t comfortably in the millionaire class, technology offers a solution. The exploding popularity of financing apps such as Klarna and Afterpay — online lending services that allow users to break payments up into installments — has ushered in a whole new era of “buy now, pay later.” It’s stigma-free layaway for nearly any item. Nobody has to know, and you get the product up front.

Suddenly, brands accustomed to catering to a select few found themselves pursued by a surfeit of less discerning customers — some literally children — seeking a status boost for their own social media profiles. Meantime, the platforms continue to both stoke class anxieties and offer a seemingly unlimited amount of data on what to want next. Confronted by hordes, companies tried preserving their images the one way they knew how: jacking up prices. In doing so, they followed the longstanding “Veblen goods” principle. Derived from the economist Thorstein Veblen’s “The Theory of the Leisure Class,” written in 1899, it states that demand for luxury goods will actually increase as their prices increase, because such hikes thin the herds and make scarce goods that much more desirable.

To read the rest of the article, [click here](#).

Move Over, St. Barts: Hollywood's Top Travel Agents Reveal the A-List's Holiday Plans

Those wishing to avoid the yacht set are flocking to more low-key (but no less exclusive) Caribbean islands like Turks and Caicos.

BY BETH LANDMAN DECEMBER 21, 2024 9:30AM



Ideas of what constitutes the ideal vacation range from tracking gorillas to collapsing on the beach with a Negroni, but one thing is clear: whatever the preference, festive week is an excuse for nearly everyone to escape work and put projects on hold while they regroup and reenergize.

THR spoke to the most in-demand Hollywood concierges to ask where the jet-setters and yacht-machers are heading this week. Some destinations, like St. Barts and Aspen, are perennials, drawing the entertainment industry each Christmas week, while others, like Spert Island off Antarctica, where Liev Schreiber ventured last year, or Mahabalipuram in Southern India, where Michael Douglas and Catherine Zeta Jones journeyed for the holiday, trend for a moment.

“Tons of people are going St. Barts again,” says Jaclyn Sienna India, founder of the membership based luxury lifestyle company Sienna Charles, whose excursions range from \$75,000 to \$250,000.

We can, of course, expect regulars like David Geffen, Barry Diller and Jeff Bezos, who stay on their own boats, to be back again for the party scene, but there are those who prefer lower key islands.

“Some clients are in the mood for the St. Barts scene, and excited for it, but others want something more private and insulating,” reports Michael Torbiak, owner of bespoke high end concierge service, M. Domo Travel. “Every restaurant is super small, there is intense competition for tables, and there is so much traffic from the yacht parties, some clients just don’t want to deal with it,” he said.

Palm Beach is still popular with the East Coaster entertainment set, and private airline Vista Jets is reporting it as its strongest holiday destination along with St. Barts, while private jet service Slate Aviation has Palm Beach and Turks and Caicos as its top stops. “The Breakers is huge with established name producers and directors, even though \$3500 per night is the price for a standard room, and they don’t care who anybody is,” said Rob DelliBovi of RDV Hospitality, who is also booking at the Four Seasons Surf Club in Miami.

The hotels of choice on Turks and Caicos are Parrot Cay, Amanyara, The Shore Club and Grace Bay Resorts, according to Torbiak. “They all have spacious villas, so there is a lot of privacy,” he explained. And Keith Richards, Donna Karan and Christie Brinkley are said to have thrown their own homes at Parrot Cay into the rental pool. “My clients love Amanyara; they have 5 and 6 bedroom villas. Beyoncé just rented one there.” Two new luxe resorts have premiered this season — The Strand, with its own boat, and South Bank from Grace Bay Resorts — villas surrounded by water on all sides, serviced by a boat concierge for yacht owners, or guests who just want to take an excursion.

Cap Jaluca in Anguilla is also drawing honchos, thanks to its new Guerlain wellness enclave. “They spent \$10 million on the spa and it’s beautiful,” said Torbiak.

The Bahamas are still attracting heavies to the Four Seasons Ocean Club, Harbor Island, and Albany. “Lots of people are going to Harbor Island (a favorite of Taylor Swift, George Clooney, Tom Cruise, Tom Hanks and Ryan Reynolds), and celebs love Albany,” says India.

For ultimate privacy and security, people are renting private villas on Mustique, according to India. The Caribbean island, where Mick Jagger, Kelly Ripa and Tommy Hilfiger have homes, and Bill Gates, Denzel Washington and Paul McCartney have rented, is known for private dinners hosted by the likes of Le Bernardin owner Maguy Le Coze, who also owns a home there. But since there is only one hotel and a limited number of rentals, it’s a tough trip to secure. “One of the best known film producers from L.A. is bringing his multi generational family and two dogs, along with a private chef,” she said. “They are curating the vibe, and it feels like a private members club. Nobody who hasn’t been there before is getting in this year.”

A destination that actually does require membership is the Yellowstone Club in Big Sky. “You have to own a home or be invited,” said India. “At the dining room you are eating next to the craziest people. Orlando Bloom and Katy Perry own there, as do Bill Gates, Mark Zuckerberg, Justin Timberlake, Jennifer Lopez and Tom Brady.”

To read the rest of the article, [click here](#).

7 Private Islands in the Caribbean That Are Worth the Buyout

Sometimes renting really is better than owning.

By JONATHAN SOROFF



Courtesy of Guana

Nothing is better to visit and nothing is worse to own than a private island. Fortunately, there are plenty of them to rent in the Caribbean, which obviates the hassles of ownership—think Richard Branson riding out Hurricane Irma on Necker, the island he bought for \$180,000 in 1979.

But not all private islands are created equal and, ironically, the more private they are, the more hassle it often is to rent them.

“Mustique and Jumby Bay are private, but you’re still sharing them with other people, and then there are islands that are only big enough for small parties,” says Sienna Charles founder Jaclyn Sienna India. “Sometimes, the island’s so private it isn’t fully staffed, or the accommodations aren’t up to snuff. It’s similar to renting a yacht or a huge estate. If some billionaire owner puts their heart and soul into it, and it’s up to highly exacting standards, it’s obviously going to be a better experience.”

The perks also vary widely.

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Business News > Magazines > Luxury > 'Arranging travel requests of ultra-rich is not about financial means but about connections'

'Arranging travel requests of ultra-rich is not about financial means but about connections'

By Shradha Shahani, Last Updated: Nov 22, 2024, 10:40:00 PM IST

Private visits to the Taj Mahal in Agra or the Sydney Opera House, last-minute tickets to Taylor Swift's The Eras Tour and breakfast on the top of Arc de Triomphe... the rich and famous want it all, and luxury travel concierge Jaclyn Sienna India makes it possible if you're a billionaire.

The founder of Sienna Charles, a members-only travel agency that caters to clients with a net worth of \$500 million and upwards, India has planned holidays for the world's top guns, including former US President George W Bush and singer Mariah Carey. In an interaction with ET Online, she talks about where the uber-rich are headed in 2025. Edited excerpts:

ET: Could you describe your average client?

Jaclyn Sienna India (JSI): Our average client is a C-suite level executive at a Fortune 500 company or a business owner in finance, banking, real estate, tech and more. Typically, our clients are married men in their 40s-70s with kids. However, we've seen a growing number of Gen Z clients from the tech and media sectors since the pandemic.

An average client has a net worth of nearly \$500 million and owns multiple residences. They are high-achieving individuals used to delegating tasks, including personal arrangements. They spend their limited free time pursuing passions like collecting fine art, rare cars, wine and spirits, or learning about history and culture. All of our clients share the 'health is wealth' mindset and take good care of their wellness and fitness, along with pursuing passions and prioritising family time.

ET: What do the ultra-rich want when travelling? How have their wants changed over the years?

JSI: The requests are incredibly diverse. There's no one-size-fits-all solution for wealthy individuals. Some clients prioritise privacy, choosing private flights and remote destinations like small Sicilian islands. They enjoy experiences away from crowds, such as private viewings of the Mona Lisa at the Louvre. These clients avoid sharing their travels on social media. Others seek a more public experience. They want to explore popular destinations like Cannes and St. Tropez, fulfilling the dreams they had before they built or came into their wealth.

To read the rest of the article, [click here](#).

The 7 Best Beach Resorts to Visit in Southeast Asia This Fall

From secluded stays in Indonesia and the Philippines to a buzzy new hideaway in Singapore, there's something for everyone—including for White Lotus fans.

By KATIE LOCKHART



Ancient ruins, frenetic concrete jungles, and sleepy rice paddy towns blanket the 11 countries that make up Southeast Asia. But for millions of humid-happy, sun-seeking travelers, a visit to this part of the world is all about the beaches.

“Southeast Asia is for travelers looking for beaches with a peaceful and relaxing atmosphere,” says Jaclyn Sienna India, founder and CEO of Sienna Charles. “I personally spend a month in Vietnam each year around Christmas time, staying off the coast. It’s been five years, and I keep coming back for that atmosphere, service, and people.”

There are scores of rustic bungalows and mod villas dotting the fringes of each country’s sugar-white sands. From Cambodia to Singapore, these are the best go-to and brand-new places to post up for a luxuriously lazy beach vacation.

To read the rest of the article, [click here](#).

James Mathew

Thu 10 Oct 2024



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Surge in ‘workation’ in GCC as CEOs, business owners and top-paid expats take overseas family outings at whims

Seeking finest experiences such as sessions with top hairdressers, getting luxurious facials and shopping at top-end designer places are among the ‘to do’ items for their family members, while CEOs continue with company work on the go



The corporate sector in GCC is witnessing a new kind of performance upshot – a surge in the region’s C-level executives, business owners and top-paid expats working in these countries going on family outings, jet-setting around the world, in what is termed as a growing ‘workation’ trend.

Los Angeles, London and Paris are among the popular holiday destinations for the Middle Eastern corporate top honchos, and seeking the finest experiences such as sessions with top hairdressers, getting luxurious facials and shopping at top-end designer places are among the ‘to-do’ items for their family members and many of the top executives as well, top executives at luxury travel concierge services told *Arabian Business*.

Though the ‘workation’ trend is more prevalent among C-suite executives of companies in the oil and gas and related sectors, besides post-IPO companies in the region, high-ranking government officials and members connected to the royal families are among the growing list of rich and famous from the region taking to frequent global outings for family breaks. While the upsurge in wealth is driving the trend of frequent global family outings among corporate top honchos, sprouting of several luxury travel concierge services firms such as Sienna Charles helping planning, streamlining, booking and managing trips has aided in facilitating and promoting such passion.

“The number of last-minute requests we receive from the Middle East [for overseas family outings by top executives and celebrities] has nearly doubled since the pandemic,” Jaclyn Sienna India, founder and CEO, Sienna Charles, told *Arabian Business*.

“Our internal data shows that family outings abroad [from GCC] have increased by approximately 7 per cent this year compared to last year,” she said.

Post-pandemic environment triggers ‘workation’ trend

Sienna India said the post-pandemic environment has made it easier to combine business with leisure.

“It’s enough for a friend to mention a destination, and they’re inspired to go there next weekend,” she said.

“And once they’re back, sharing stories with friends and family, we often get calls from those friends wanting us to plan their trip,” she said, adding that “word of mouth is huge in the Middle East.”

The Sienna Charles founder said such trips often involve a lot of last-minute reservations for a big group, “but we make it look like a breeze”.



She said her firm has curated trips for multigenerational families from Riyadh to Rome and Manama to Paris and Cannes, in less than 48 hours, making sure that the itinerary is packed with interesting activities for every age while allowing family members to spend quality time together.

To read the rest of the article, [click here](#).

TRAVEL

Luxury travel 'concierge' reveals how wealthy clients do Las Vegas differently: From \$700 hotel suites to \$200 caviar

Brittany Chang

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When you think of destinations that affluent jet setters might frequent, the likes of London, Paris, and New York's Hamptons probably come to mind.

While you'd be right, you'd also be missing one key destination — Las Vegas.

Sin City isn't just for gamblers, bachelorette parties, and live entertainment enthusiasts. The desert oasis has also become an annual go-to for ultrawealthy tech and finance executives.

Jaclyn Sienna India, founder and CEO of ultra-luxury travel concierge service Sienna Charles, told Business Insider that Las Vegas has become a once-a-year trip for many of the company's clients.

"It's very much a place to fly in private, go for three to four nights with friends, stay at a fabulous top suite, have great dinner reservations, and go to some fabulous shows," India said. "I think people are super into it. It's major."

According to the city's marketing organization, the Las Vegas Convention and Visitors Authority, the Nevada hot spot saw more than 40.8 million visitors in 2023, a 5% increase from the year prior.

But Sienna Charles' clients aren't your everyday travelers.

The company's membership fees range between \$75,000 and \$150,000. Its clients — which include about 100 families — have an average starting net worth of \$100 million, the company claims.

Most are executives of Fortune 500 tech and finance companies, although some (like George W. Bush's family) are world leaders, while others (like Mariah Carey) are celebrities.

Despite these prestigious titles, it turns out the ultrawealthy crave the same Sin City vacation as everyone else.

When they go to Las Vegas, they want to have a nice meal (at Carbone), see an exciting show (with backstage passes), and stay at a fun hotel (Encore's Tower Suites).

Where the ultrawealthy stay in Vegas

According to India, the "only way to stay in Vegas is if you're staying in the Tower Suites in Encore or Fontainebleau's similar experience."

Encore's Tower Suites span up to three bedrooms. The smallest 745-square-foot one-bed option comes with a separate living and dining room, a bathroom with a soaking tub, and twice daily housekeeping with an additional turndown service — all for an average of \$690 per day, a spokesperson for Wynn Las Vegas and Encore told BI.

In comparison, the city's hotel rooms averaged about \$190 per night in 2023.

Similarly, Fontainebleau's highest-end Fleur de Lis suites starts at \$1,250. For the coziest 980-square-foot option, guests can expect a foyer, a living room, 1 ½ bathrooms, turndown service, and a butler.

India finds most hotel wellness programs feel "corporate." However, she is partial to Fontainebleau's Theragun treatment and IV drip station, which is "super on brand because you're in Vegas and you're hungover." (The latter service starts at \$135.)

But wellness and butlers aside, most importantly, both Encore and Fontainebleau's most luxurious suite categories include exclusive check-in lounges and, in the case of Encore, private entrances.

To read the rest of the article, [click here](#).

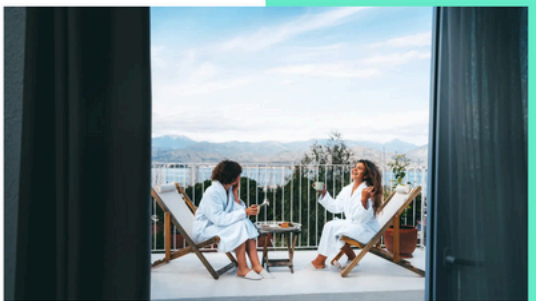
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These 2 vacation splurges aren't worth it, says travel agent for billionaires

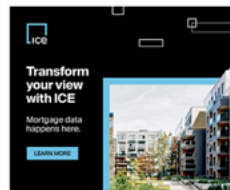
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Jennifer Liu

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Money isn't a concern for Jaclyn Sienna India's clients.

She's the founder of a Sienna Charles, a members-only travel agency that caters to wealthy clients who take million-dollar trips around the world.

But even with their endless resources, India says she often advises her clients that not all splurges really go the distance.

If you've saved up for a big-ticket trip or are thinking of going lux on a few items on your next vacation, here are two expenses India says aren't necessarily worth the money — and one that is.

Not worth the splurge: The most expensive suite at the hotel

If you want to ball out on accommodations, the higher price of an exclusive penthouse may not lead to a better stay.

Think of it this way, India tells CNBC Make It: The majority of hotels are made up of standard rooms, while a very small percentage are considered "trophy suites" that charge a premium and are therefore booked less often.

A hotel's staff may not be as familiar with the upkeep of these suites, since they're not turning them over all the time.

"Maybe they forget to service it, or maybe they don't have the right staff that elevates the service," India says. "So we don't recommend just always booking the top suite, just because it feels like it may be the most luxurious, because maybe they just don't have the staff full-time to give it special attention."

If you still want a nice hotel experience, consider booking a suite that fits your desired amenities and not just the most expensive one, India says. Generally when it comes to spending, she adds, “the top isn’t always better unless you understand what they’re providing and how it aligns with what you’re asking for.”

Not worth the splurge: Established hotels

India says that to get your value, consider “trying the new hotels on the block.”

In the big cities India helps her clients travel to — Paris, New York, London — “my vote is always for trying a new hotel, because a new hotel is somebody there that has to prove themselves and wants to earn your business.”

Think: attentive service, extra bonus offers and maybe a discount package here or there. Older and established hotels, on the other hand, “already have their repeat business,” India says, “and they already kind of know their place in the market, so maybe they don’t have to earn your business.”

Worth the splurge: Hospitality packages for concerts and events

Americans are willing to pay up for concerts, events and other performances: Consumers faced a 95% spike in concert resale prices in 2023 from 2019.

As expensive as ticket prices are, India says it can be worthwhile to upgrade to VIP and other all-inclusive hospitality packages to make for the best experience.

“I always recommend that [people] go for the hospitality packages that include some sort of food and beverage, some sort of private entrance and some sort of parking,” she says.

It makes the biggest difference for concerts and one-time events (rather than, say, an artist’s Vegas residency) because “these events are popping up ... for the first time,” India says. Each event may be set up differently in terms of its available entrances, exits, seating arrangements and hospitality areas. “So they build these venues one time, and nobody can tell you where the entrance is or where the car service should drop you off.”

She recalls instances where clients shelled out thousands of dollars and couldn’t get into the venue without waiting in line for hours.

“Nobody likes spending \$10,000 on a Taylor Swift ticket and then they’re waiting in line for two hours like everybody else,” she says.

The splurge comes down to saving time: “If you have to spend a little more incrementally to be confirmed [access], I think that’s really important.”



My Future Ultra Luxury Travel Agent - Jaclyn Sienna India | Tosh Show



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Daniel jets off with Jaclyn Sienna India, travel planner to billionaires, for a conversation about chartering yachts, helicopter airport transfers, and why high-end hotels are overrated these days.

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AGENT ISSUES ■ AGENT LIFE

Sienna Charles founder went her own way to serve the ultra-wealthy

By Jamie Biesiada | Sep 01, 2024

🖨️ | A+ A-



What does Sienna Charles, a travel concierge company serving ultrahigh-net-worth clients, do differently than other agencies?

"Everything," said founder and CEO Jaclyn Sienna India.

India refuses to join a consortium ("absolutely hate them," she said). Her 10 travel advisors only sell products that India herself has personally vetted. Clients will receive a response to communications with the company in five minutes -- 24 hours a day, seven days a week.

"When I started the company 16 and a half years ago, I had my own take," India said. "I didn't want to do certain trips. I didn't want to go to Virtuoso Travel Week. It took longer. It was a harder path because I didn't join a company, become an IC, get to meet everybody -- it's a harder path, but it's been a way more successful one. I think what I offer, what I believe in, has truly stood the test of time."

India's clients seem to agree, and they pay a sizable sum for Sienna Charles' service. An annual retainer starts at \$75,000 and goes up to \$150,000, based on the service level a client wants. Right now, there's a wait list to become a client.

Before starting the company, India was studying art history and working at a five-star restaurant in Philadelphia. Watching the restaurant's clientele drive up in Rolls-Royces with beautiful gowns turned her head to the world of the ultrarich, she said. She would also watch the chef, who was obsessed with the food and knew where all of the ingredients were sourced.

India said she has long felt that obsession for quality, having always had what she describes as "an expectation of how I wanted things." Even as a 10-year-old, she asked McDonald's for "new" fries every time she visited, ensuring they were fresh and hot out of the fryer.



"I started to study the ultrahigh-net-worth, where they would ask for things from me, and I wanted to deliver it to them, but I wanted to understand why they asked for it that way," India said.

After graduating from college, she moved to Palm Beach, Fla., and started working at a travel agency. The trips the agency planned were "fine," she said, but the agents often didn't know the destination or offer more nuanced services like restaurant reservations.

"The trip was fine, no issues," she said. "But it was like, how do you take such a glamorous part of somebody's life, such a detail-driven thing, and how do you make it better?"

Her answer was what she wanted to bring to travel: "obsession" for the product, the service and delivering the product to the client.

"Really, my ethos in the last almost 17 years has really never changed," India said. "It's always been the obsession for service and then understanding the product."

The business has gone through changes since its founding. For instance, the fee to work with Sienna Charles 10 years ago was \$500, considered expensive at the time. That rose to \$1,000 or \$2,500, depending on the itinerary, in 2015. The current model -- an annual membership retainer -- launched in 2019.

To read the rest of this article, [click here](#).

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WORK

3 habits high-powered people use to disconnect from work on vacation

Published Fri, Aug 30 2024 9:30 AM EDT

Jennifer Liu

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For the last 17 years, Jaclyn Sienna India has planned vacations for America’s Wall Street titans, tech VIPs and Hollywood tycoons with high standards and endless resources.

She’s the founder of a [Sienna Charles](#), a members-only travel agency that caters to wealthy clients who take million-dollar trips around the world.

Despite their busy schedules, India says even the most powerful CEOs with high-pressure responsibilities leverage a few habits to maximize their time out of office.

Here are their three strategies for actually unplugging on vacation — and workers at every level of a business can use them.

1. They delegate

Executives reach the top of the corporate ladder in part because of their ability to hire superstar colleagues and entrust them with important work.

This key ability to delegate also helps them when they’re out of office, India tells CNBC Make It. Staffers at any experience level can benefit from learning how to delegate.

As you prepare for your vacation time, have a conversation with your manager about what needs to be completed before you’re out, what can be delegated to other colleagues while you’re away, and what can wait until you return.

Working through PTO coverage plans can even contribute to a positive team dynamic when people take turns covering knowing it’ll pay off when they get a break, George Anders, LinkedIn’s senior editor at large, previously told CNBC Make It.

2. They recognize the benefits of disconnecting from work and social media

Many workers feel pressure to stay connected during vacations, or don't request PTO at all, because they're worried about their job security or that they'll be seen as a slacker.

A majority of Americans say they work while on PTO, and roughly 3 in 10 say they feel guilty for not doing so while out of office.

But taking breaks from work can have big physical and mental health benefits, and it's crucial for boosting creativity and productivity when you do return to the workplace.

Top bosses within India's clientele "really understand that they do need to turn their brain off and and they value that," she says.

India also encourages travelers to disconnect from their phones and social media. When it comes to Instagramming your vacation, she says, "a lot of people are taking pictures for other people, but they're not capturing the place for themselves. They need to put their phone down, and they need to really take in where they are and really just enjoy it and be present."

"If you're not present," she adds, "and you're spending your whole trip taking pictures of Instagram for other people, when you get back home, you need another vacation because you didn't really feel like you were present."

3. They stick to their healthy routines

Finally, India says it can be helpful to stick to your typical healthy habits. Think: "How do you take the things that make you successful [and are] a daily part of your life" with you while traveling.

Prioritize getting enough sleep each night, staying active, eating well and not indulging too much on vacation, she says: "Bring your routine with you."

She speaks from experience as someone who travels up to 300 days each year. "When I go to those hotels, because people know I work in hospitality, they want to give me a cake and champagne in my room," India says. "Well, I don't eat that stuff in my normal daily life, right?" Instead, "I need to sleep well. I need to eat well, and I need to rest."

FOOD

The most coveted restaurant reservations in 7 big US cities

Maria Noyen

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A-listers can't get enough of these LA restaurants.

Florida-based luxury travel agent [Jaclyn Sienna India](#) spoke with BI about her favorite restaurants in Los Angeles.

The one to entertain clients: [Nobu Malibu](#). While not technically in LA, it's still the best place to impress clients in the area, India said. Opened in 2012 in its current location, Nobu Malibu is a longtime celebrity haunt. Besides having a delicious Japanese-inspired menu and azure Pacific Ocean views, it's one of the hardest reservations to get in and around LA, she added. Bookings open a month in advance, and "If you can get that, you are definitely exciting the people you are going out with," India said.

The one to wow your friends and family: Tesse. The West Hollywood French restaurant is India's top recommendation for a great night out with your loved ones. "It's got the perfect menu, the perfect food," she said.

The one for date nights: Giorgio Baldi. For a romantic night out in the City of Angels, India wouldn't look further than this oceanfront family-owned Italian joint that's popular with a star-studded crowd, including Rihanna. Whether you manage to snag a reservation inside or out on the patio, India says you're in for a treat.

The local hot spot: Otafuku. If you're looking for something that's a little more casual than the rest of India's LA recommendations but where the food is just as delicious, Otafuku is the spot. The izakaya, Japanese for an informal dinner and drinks spot, specializes in soba and udon noodles. Without toppings, they range in price from \$15 to \$21.

If you find yourself in Miami, here are a few status-symbol restaurants to know about.

India also listed her favorite spots in Miami to recommend to clients of her ultra luxury travel agency, Sienna Charles.

The one to entertain clients: Mila. According to India, the food is "absolutely amazing," the setting is stunning, and the private 10-seat omakase bar within the private members club is a must-book for client dinners.

The one to wow your friends and family: Cote Korean Steakhouse. Korean barbecue may not be the first thing that springs to mind when you think of Florida, but India says that's exactly what makes Cote so special, adding that the "interactive nature" of cooking meat on the smokeless grill at your table is perfect for group dining. Unlike its counterpart in NYC, Cote Miami opens for lunch, increasing your chances of securing a reservation.

The one for date nights: Pastis. For India, there's "nowhere more romantic" to grab a bite in Miami than the French-style brasserie founded by NYC restaurateur Keith McNally. The decor is "chic and really special," she said, adding that she's particularly a fan of the al fresco courtyard seating unique to the Miami location.

The local hot spot: Versailles. India and her husband love roaming around Miami's Little Havana neighborhood on Sundays — and Versailles is a local staple they almost always stop by for Cuban food when in the area."

To read the rest of the article, [click here](#).

LIFE

The big mistake that can leave you 'highly disappointed' with your vacation, says travel agent for billionaires

Published Fri, Aug 23 2024 1:27 PM EDT • Updated Fri, Aug 23 2024 3:21 PM EDT



Jennifer Liu

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Jaclyn Sienna India knows how the mega-rich like to vacation — she's the founder of [Sienna Charles](#), a members-only travel agency that caters to wealthy clients who take million-dollar trips around the world.

India's clients include Wall Street titans, tech VIPs and Hollywood tycoons with high standards and endless resources.

But even billionaires make a common misstep in their vacation planning that everyday travelers are guilty of: choosing vacations based on what's trendy and will look great on social media. "I think people need to stop following trends, and they need to follow their heart more," India tells CNBC Make It. "If everybody rushes to the same place, then it gets destroyed by over-tourism. There's a whole world out there."

Many of her clients end up "highly disappointed" when they follow what she calls the "billionaire's calendar" (think: Europe in the summer, Aspen in the winter) and end up going to the same places as everyone else. When a client says they want to visit a major European city in the summer, India wonders: "Why would you go then? You see more Americans than you do locals."

People of more typical means should avoid falling into the "celebritization of travel," India adds. Vacationers "see what Beyonce is doing, or see Jeff Bezos on a yacht" and want to recreate those trips "so you can share it on your Instagram that you did the same thing as celebrities. That's soulless."

She finds that "a lot of people are taking the pictures for other people, but they're not capturing the place for themselves."

Instead, India recommends choosing travel spots based on your own passions and what you want to learn more about. "Go to places that interest you, that help build and shape your mindset [and] your world."

Consider: "What do I want to learn more about? And then how can you connect with the locals in order to help teach you that?" India says.

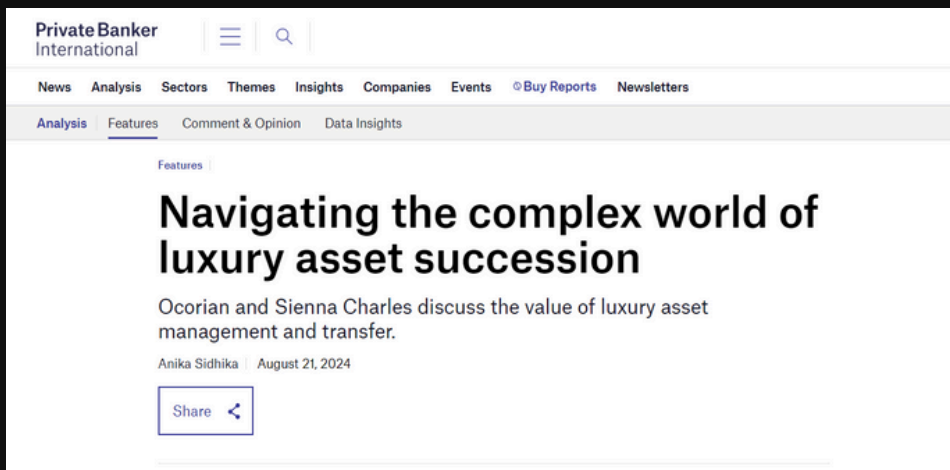
For example, India says one of her main goals of traveling is to learn how other cultures approach longevity, and so she'll visit places well-known for their wellness practices and lifestyles.

Think about what you're reading, watching, listening to and talking about to guide your travel decisions. "Maybe you're watching something on Netflix that's really deep into history, or maybe you're reading a book about Egyptology," India says. "Then, go deeper onto that topic, and learn more by going [to Egypt]."

You don't have to spend like a billionaire to have a meaningful trip, she adds: "France and Italy are great, but it's really based on luxury. Where is a place that you can eat at a food cart for 50 cents and have mind-blowing food? Where is a place that you can go, try the massages daily, or really go deeper into the culture?"

Don't count out destinations across South America, Africa and Southeast Asia, India says, which are often overlooked but can provide enriching cultural experiences for not that much money.

Ultimately, she says, "I think it's important to look for places that allow you to connect deeper with the locals."



Luxury asset management and succession planning are sophisticated fields that require not only a deep understanding of high-value assets but also the ability to navigate complex legal and tax landscapes.

As the wealthiest individuals continue to diversify their portfolios, the need for specialised services becomes paramount.

Tracey Neuman, private client executive at Ocorian, and Jaclyn Sienna India, founder and CEO at Sienna Charles, a prominent luxury lifestyle consultancy, offer a comprehensive look into the strategies and services they provide to the ultra-wealthy, ensuring both the preservation and smooth transfer of assets.

Sienna Charles' Concierge Services

At the forefront of this niche market is Sienna Charles, a company that not only meets but exceeds the expectations of its exclusive clientele.

Sienna Charles offers a \$150,000 annual membership that not only includes unlimited travel and dining requests but also caters to various lifestyle needs.

Speaking to PBI, CEO of Sienna Charles, Jaclyn Sienna India, says: "These may include hiring staff such as nannies, drivers, private chefs (for events or permanently), yacht captains, and crew."



The company also provides assistance for clients unfamiliar with luxury yachting or art markets, offering guidance to ensure a seamless experience.

Sienna Charles' Expertise in Art and Yachting

Sienna Charles emphasises the importance of providing support for clients venturing into new territories like yachting and art.

“Despite their immense wealth, many UHNWIs are unfamiliar with the intricacies of yachting and hesitate to start for fear of being exposed as novices,” she notes.

Her team ensures that clients are matched with the right yacht and crew, and also connects them with independent art dealers or historians for a seamless art acquisition process.

Client Onboarding and Interaction

The onboarding process at Sienna Charles is precise and personalised. It begins with a 90-minute interview directly with India, designed to assess the client's needs.

Afterwards, clients sign a non-disclosure agreement (NDA) to ensure secure handling of their documents and information.

To read the rest of the article, [click here](#).



Meet the travel agent who only works with clients earning \$100 million a year

When Jaclyn Sienna India founded Sienna Charles, her boutique travel concierge, in 2008, she was determined to fake it until she made it

By Madeline Fitzgerald Published Tuesday 5:00AM



When Jaclyn Sienna India founded [Sienna Charles](#), her boutique travel concierge, in 2008, she was determined to fake it until she made it

“My husband thought I was the dumbest person in the world because we would get calls from people saying, ‘Oh, I saw your article. I’d love to go to Disney,’ or, ‘We’re going to New Jersey for the weekend,’” she told [Business Insider](#). “And I was like, ‘Oh, I’m sorry, we’re so busy, we’re really sold out this season with high-net-worth people.’ But I had no clients.”

Sixteen years later, however, faking it has paid off. India can now count multiple world leaders, including former President George W. Bush, and celebrities like Mariah Carey as clients. Her services are reserved for clientele making in excess of \$100 million a year – in other words, people who already have everything. So what does India provide that her clients can’t get on their own?

“My clients are way more powerful than me, they know so many people. But that’s not what gets things done. It’s care. It’s leading from the heart,” she explains. “I was a server for five years before I started my business. I understand what makes people tick. And paying attention and caring about those people is paramount.”

Sienna Charles boasts a “black book” of more than 2000 of India’s relationships across the hospitality industry – including yachts, hotels and high-end restaurants. This same relationship building that enables India to connect with people working in the hospitality industry also has allowed her to create unique travel and dining experiences for her clients.

“[My clients] are explaining what they’re looking to achieve, because they already see it. They just don’t have the tools, the time, the access and the creativity to be able to fulfill that,” India said. “One of my gifts has been understanding that vision with only a few words, and then delivering that to them.”

But her goal for her clients isn't simply getting them into the most glamorous or exclusive venues – it's also ensuring the end experience is genuinely worthwhile.

"I don't think French Laundry in Napa is really that exciting," India said, referring to the three-Michelin star California restaurant. "So I don't sell it," she continued. "Could we get somebody in there? Sure we can. But I think what they're doing at Single Thread Farms down the road is far more interesting."

While India stresses that her focus is on giving her clients the best individual experience – not simply the most luxurious – what she delivers is frequently a one of a kind event. On one occasion, she arranged a candlelight dinner in Versailles. In another instance, her client ate brunch on the Arc de Triomphe.

"We also like to pair meals in with meeting great personalities," India explained. "We've done breakfast with the Hermes family. We've done lunch with the Fendi family in Rome. But sometimes what her clients want is more simple. When Bush traveled to Ethiopia, she ensured that he had the comforts of home – peanut butter and non-alcoholic beer. The former president was also greeted by dozens of children wearing Texas Rangers baseball caps.

"I genuinely care about people," she explains. India says that she spends her day speaking with everyone from her cab driver, to restaurant employees, to find the most interesting options for her clients. "The world is not just luxury. The world is not just fancy experiences. It's everything and [my clients] want authentic experiences."

The 5 most exclusive New York restaurant reservations, according to hospitality experts

For those looking to dine out in New York, getting some exclusive reservations is harder than ever

By Madeline Fitzgerald Published Tuesday 5:00AM



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For those looking to dine out in New York, it seems like the difficulty of obtaining a reservation has reached unprecedented heights. In the last three years, the process of getting a seat at the city's trendiest tables has gone from challenging to out-of-reach for many would-be foodies.

[...]

"Post-COVID, I'm sure you've noticed that everything is booked up, right? Every plane is full, every restaurant is full, every hotel is full," says travel advisor Jaclyn Sienna India. "So how do you navigate getting people into restaurants, hotels and yachts and experiences that are sort of already booked up?"

India knows more about getting people into restaurants than most – for 16 years she has run Sienna Charles, a concierge and travel planning service for the ultra-wealthy. Her expertise is reserved for families making in excess of \$100 million and her past clients include George W. Bush and Mariah Carey.

Despite her star-studded resume, however, India emphasizes that access to the most exciting and popular restaurants (or hotels or yachts or other luxury experiences) comes down to a few significant factors: namely, understanding what customers are looking for and building relationships with the restaurants that can fulfill those desires.

"People have really moved away from fine dining, we very rarely have a client that wants to sit through a tasting menu," she explains. "The entire shift in the last three years has been towards trendy restaurants where the focus is not necessarily on food. It's never about food, it's sort of about FOMO. It's about saying that you got in, it's a bragging right."

If you're interested in bragging rights of your own (and are willing to be persistent about fighting for a reservation) read on to see which New York restaurant tables are the hardest-to-get, according to Sienna Charles.

To read the rest of the article, [click here](#).

The 50 Greatest Luxury Hotels on Earth

We have compiled a select list of luxury properties that have ascended to a rarefied pantheon: classic hotels around the world that transcend trends to achieve genuine—and sustained—greatness.

By MARK ELLWOOD, CHRISTOPHER CAMERON



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10. Amanbagh | Rajasthan, India



“One of the earlier sites for this luxe chain opened in the Aravalli Hills outside Jaipur when the group was still under the esthetic iron grip of founder Adrian Zecha; it remains one of the standouts. The rooms here are Mughal inspired—think elaborate latticework and domed roofs on individual villas—and the best, the Pool Pavilions, have their own private swimming spot (though don’t be surprised to see curious monkeys scampering around it, too) Jaclyn Sienna India of Sienna Charles loves the wellness programs offered here with customized programming and superb Ayurvedic cuisine, while Wix Squared’s Alex Wix raves about its location, where you’ll easily access often overlooked ancient Rajasthani ruins with few other tourists nearby.

One true standout, per Wix, is the private dining options offered by Amanbagh. “They will serve dinner for clients not just in the hotel grounds, but also in and amongst nearby ruins,” she says.

Passalacqua | Lake Como, Italy



Few hotels manage to become instant icons, but the newest property from Grand Hotel Tremezzo owner Valentina De Santis has pulled it off just a year after she rebooted a private villa from the 1780s on the shores of Lake Como as this 24-room hotel. “It goes above and beyond any other place in Italy,” says India—and she warns visitors not to oversleep and miss the exceptional maritozzi or whipped cream-filled donuts served up every morning at breakfast. It has the largest suite on the lake, too, in the 2,700-square-foot Bellini, named after the composer who once played the piano here, as well as delightfully playful touches, such as a series of tunnels that lead to the new spa, which is accessed by a secret staircase.

To read the rest of the article, [click here](#).



“Bow-wow-wow” goes the bridegroom on his honeymoon — but don’t be surprised if he’s not the only animal playing off-leash after the church bells ring.

Travel agents and hotel managers told The Post that lately a growing number of canine-crazed couples are checking into the honeymoon suite with suitcases of lacy nothings, bated breath and their panting darling doggos.

After all, to include Rover, Spot and Asta in the sacred wedding ceremony has become the height of normality. What’s a little trip after?

[...]

But not all destinations are fur-ball friendly, says elite travel advisor Jaclyn Sienna India, founder and CEO of firm [Sienna Charles](#).

“When you are flying private, it’s so easy to throw little Bobby on the plane,” she says. “But there are a lot of countries that are a no-go. You can’t bring your pet to Bora Bora or Japan, not without a six month quarantine beforehand. But you can bring your pet to Thailand or Vietnam. Knowing those countries is really important.”

Spain, Portugal, Morocco, Mexico, Israel, Turkey and Panama are a few countries on the wet-snouted jet setter’s social calendar. But legal rigmarole isn’t the only obstacle to consider before consummating. Safety is also of top concern.

“You shouldn’t go to Costa Rica because there are monkeys that will kill your dog,” she says. Today, most of the big hotel groups are happy to play fetch, yet airlines remain far less accommodating if you deign to fly commercial. For instance, Delta One and La Première and business on Air France no longer allow pets. “You’d have to sit in coach,” says India, noting that Singapore Airlines and Thai Airways also ban bad dogs. “So it’s important to pair the destination with the airline.”

For an ideal lune de miel with your enchanting chien, India recommends splitting up the trip so that your paw-some pal isn't in the pound for long stretches. For instance, fly from New York to Paris ([American Airlines is one carrier that allows pets](#)) and enjoy a few dog days there. Paris is now home to a number of bistros where a portion of tartare can be split between species. From there, fly first class to Istanbul on Turkish and check into the new [Peninsula Istanbul](#); from Istanbul there is a regular flight direct to Saigon. "The journey is half the fun," says India. Once the journey is planned, picking the perfect kennel is a cinch, she adds, because hotels that offer refined service to humans are likely to extend that same hospitality to your dog. Just remember to call ahead and have your lap warmers added to the reservation.

Moreover, think about preparing your room the way you would for a baby. Ask, what's in the room? How can it be made as comfortable as possible for a curious cur? Remember, ask nicely, there's no need to bitch.

"When my dog goes to [Hotel de Russie](#)," says India of her six-pound Yorkie's favorite 5-star haunt in Rome, "they know him. The concierge comes out and says, 'Tokyo, so good to see you!' Great hotels celebrate your pet, rather than looking at you like, 'Oh God, the room's gonna stink.'"

To read the rest of the article, [click here](#).

[Leisure > Travel](#)

How to Ensure Your Carry-On Doesn't Get Gate-Checked This Summer

The overhead bins are hitting full capacity faster than ever, forcing people to check their bags at the gate. T&C investigates how to guarantee your suitcase makes it on that plane.

BY [SOPHIE DWECK](#) PUBLISHED: JUL 3, 2024

Travel Expert-Approved Carry-On Luggage

Both Holtz and Leff are fans of Rimowa's Cabin suitcase. "The brand's cabin bag fits on any mainline jet, like the Boeing 717, Airbus 320, Airbus 321, and Boeing 737," says Holtz, while Leff says he's gotten "tremendous value" out of his over the years because of the "sturdiness of the handle and wheels, as well as what you can fit inside." Jaclyn Sienna India of luxury travel agency [Sienna Charles](#) likes Globe-Trotter's carry-on. It will set you back nearly \$2,000, but "how you present yourself when you go to the airport is important," she says. "If you look well put-together and try to be kind to people, it goes both ways."

To read the rest of the article, [click here](#).

The Best Travel Destination Dupes, According To Experts

Nicole Trilivas Contributor @

Author of GIRLS WHO TRAVEL. I write about luxury travel and high-end food and drink.

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Jul 1, 2024, 05:36am EDT

Updated Jul 1, 2024, 10:01am EDT

Sick of overcrowding or just tired of the beaten track? Check out these destination dupes instead.




Try the Sicilian island of Pantelleria instead of mainland Italy

“Our clients, particularly multi-generational billionaire families, find the secluded villas in Pantelleria to be a perfect escape,” says Jaclyn Sienna India, Founder and CEO of ultra-luxury travel concierge company [Sienna Charles](#). “Pantelleria offers natural hot springs and open-air spas, as well as ancient Zibibbo vineyards. Moreover, the unique blend of Italian and African culture and architecture adds to the allure of the island, making it an ideal choice for those seeking a luxurious and culturally enriching experience.”

To read the rest of the article, [click here](#).

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Episode 28: The art and business of ultra-luxury travel concierge services with Sienna Charles

Karine speaks with Jaclyn Sienna India, Founder and CEO of Sienna Charles to discuss the art of luxury travel and the concierge services for elite clients. They emphasise the importance of passion and soul in service, as well as the importance of creating memorable experiences for clients.

Listen to the episode on:



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FORBES > LIFESTYLE > TRAVEL

How The Travel Preferences Of The 0.1% Have Changed In The Last Decade

Paula Conway Contributor 

I write about the travel and leisure pursuits of the 1 Percent.

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May 28, 2024, 09:30am EDT

Luxury travelers are wary of professionally edited photos that gloss over a hotel's imperfections, and overbearing public relations strategies touting something less than luxurious as the real deal. At least, they should be.

That was the message behind a well-read blog post four years ago written by Jaclyn Sienna India, the founder of ultra-luxury travel and lifestyle concierge company [Sienna Charles](#). Under the headline "[Why Luxury Hotels are Dead](#)," India explained how luxury travel brands bent over backward for social media influencers and devalued personalized, tailored services — the standard by which ultra-wealthy travelers measure excellence. A property's image came to matter more than the experience it could deliver.

Since then, the pandemic has receded. Partnering with influencers has become standard marketing procedure among even non-luxury brands. Many of the world's ultra-wealthy travelers decided they would rather spend their time abroad in a private villa or yacht than a pricey hotel room. So, are luxury hotels still dead? Are there any signs of life?

In short, yes and no.

"High-end hospitality services are degrading because there are so many people with money that they no longer have to do their best to compete for a narrow audience," India explained via email.

“Nowadays, luxury travel is accessible not only to the ultra-rich but also to people with up to \$30 million net worth, who are considered rich but not ultra-rich. And all of them, multi-millionaires and billionaires, are trying to get into the same restaurants, villas, or hotels seeking the exclusive experience.”

On one hand, this apparent contradiction makes sense: more people can afford travel experiences today compared to years past, so maintaining the standard established for a few ultra-rich clients should only get harder as more people try to access the same experiences. On the other hand, if luxury travel spending is at an all-time high and only continuing to grow, why hasn't that *improved* the experience for the average luxury traveler?

“Everything is at 100% occupancy since the pandemic, which is why hospitality providers don't have to try too hard,” India said. “The travel industry has also become highly transactional. If you have a bad experience at a hotel, you won't return, but you've wasted a ton of time and money when you could have had a better experience.”

The implications for the luxury travel scene are many. Hospitality brands that formerly competed with one another are now competing against what the ultra-rich — the over-\$30 million net worth crowd — can easily afford to provide themselves.

Luxury Travelers Aren't Dining Out



Rather than dining out, luxury travelers simply employ private chefs in their destination homes. It's also become quite common for a chef to travel with the family when going from Point A to Point B.

To read the rest of the article, click [here](#).

LUXURY > TRAVEL | APRIL 24, 2024

Best travel and holiday advisers 2024

Welcome to the Spear's ranking of the best travel advisers for high-net-worth-individuals

BY SPEAR'S



This year, Spear's introduces a new index dedicated to the best travel advisers for high-net-worth individuals.

The rankings shine a spotlight on the travel agents and specialists who go above and beyond for their clients, whether they are seeking to plan a family ski trip, romantic getaway, or once-in-a-lifetime adventure to a far-flung destination.

They represent some of the very best [travel companies](#) on the market – many of whom are included in the [Spear's Travel Services Index 2024](#) – as well as new names-to-know and pioneering independent outfits.

their clients include heads of state, tech entrepreneurs, and heirs to the world's largest fortunes.

'These travel services experts take the stress out of planning what should be relaxing holidays for UHNWs and busy entrepreneurs. As well as connecting their clients to the world's finest travel experiences, they are well known for their ability to source expert local guides and plan itineraries to accommodate even the tiniest of details to ensure a pleasurable stay.'

Ian Douglas, Spear's head of research

Jaclyn Sienna India – New addition

Firm: [Sienna Charles](#)

Operating out of New York, Jaclyn Sienna India, founder of Sienna Charles, offers experiences that range from the simple to the sublime and caters specifically to American centi-millionaires and billionaires.

[Read Jaclyn Sienna India's full profile on Spears500.com](#)

LUXURY > TRAVEL | APRIL 24, 2024

Best luxury travel companies 2024

Welcome to the Spear's ranking of the best travel advisers and service providers for high-net-worth individuals

BY SPEAR'S



A solo adventure to the Galapagos, a cycling expedition across an icy lake, or simply an ultra-luxe fly-and-flop holiday to the Côte d'Azur – all of this (and more) is possible with the assistance of one of the best travel companies.

These industry-leaders pride themselves on thinking about everything so that clients can focus on relaxing, adventuring, exploring and discovering.

Forget crowded tourist spots, airport queues and 'been there, done that' sightseeing – these experts specialise in delivering extraordinary, highly personal experiences for clients who want something exceptional.

These are achieved through exclusive partnerships with the world's leading hotel chains, access to rare and difficult to access places, and insider knowledge of the next biggest trends and destinations in travel.

'If you are looking to plan a dream holiday, these companies go the extra mile when creating globe-trotting excursions and exotic getaways for UHNWs. Whether you're looking to plan an expedition in the Arctic circle or to trace the movements of Kenyan tigers on a safari Jeep, these firms help their clients to create lasting memories and embark on the trip of a lifetime.'

Ian Douglas, Spear's head of research

Best travel companies: names to know

Spear's welcomes a number of new additions to the index this year, Minerva Private Travel and Sienna Charles, founded by Top Recommended travel advisers Amanda Teale and Jaclyn Sienna India. There are also a number of names returning to Top Recommended, including Cookson Adventures and The Luminaire.

PERSONAL FINANCE | 8:00 A.M.

What It's Like to Plan Vacations for Billionaires



By Charlotte Cowles, the Cut's financial-advice columnist. ▾

MY TWO CENTS

Financial-advice columnist Charlotte Cowles answers readers' personal questions about personal finance.



Who do you call when you want to shut down Versailles for an intimate candlelit dinner? If you're a billionaire, it's Jaclyn Sienna India, who founded her members-only travel agency Sienna Charles 16 years ago to serve the whims of ultrawealthy clients. Since then, she has organized multiple parties at the pyramids in Egypt, a private breakfast on the top of the Arc de Triomphe in Paris, and countless million-dollar trips for the world's Über-rich.

India says that many of her clients don't even really "live" anywhere — the concept is passé. "Our clients don't take vacations. Travel is their lifestyle," she says. Most of them have limitless funds, a desire to spend them, and a vague idea of what they want — but would prefer to outsource the heavy lifting of actually getting it. That's where she comes in. "We never really have to say no," India says. "It's just about how much it costs, and whether you're willing to pay for it." Here, she talks about why she's over hotels (yachts are where it's at), why her clients always ship their luggage ("Don't touch your giant Rimowa"), and where the world's billionaires are going this summer.

How did you get into this business?

When I was 18, I moved to Philadelphia to go to art school at Temple University and got a job at a five-star restaurant called Le Bec-Fin. I worked there for five years and it opened up my whole world. I was enamored with the people who came in — they were dressed beautifully, rolling up in Rolls-Royces and ordering \$5,000 bottles of wine. I wanted to study them and understand who they were, why they wanted things a certain way, what made them successful, and what they were doing in their spare time. I wanted to learn about the ingredients the chef flew in, the pheasant from Northern France, what wines we were pairing with it.

When I graduated, I got a job at a travel agency. The trips we did were always fine, but I was struck by the fact that we'd just book flights and a hotel for our clients without thinking about restaurants or other experiences during their trip. Why not customize it more, the way that you would an \$8,000 meal at an amazing restaurant? So I created my company 16 years ago based on the ethos of knowing the client, knowing the product, and providing everything they need.

Can you describe your average client?

Many of them have had successful business careers that require them to delegate, so it's easy for them to delegate in their personal life, too. And they treat their personal life like a business. Which makes sense when they have multiple homes and staff that runs those homes. They have expectations for how they want things to be, whether that's new flowers every Tuesday or their green tea a certain way. And they want their travel down to a science, too.

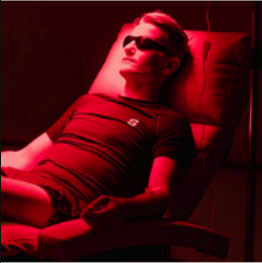
Historically, our clients were probably in the age range of 55 to 75. They were in finance, based in New York; that's still our largest customer base. Then we started getting more clients in Dallas and Los Angeles, with a mix of people in finance and film. Now a lot of our new clients are younger, in the 40-to-50 age range, and they're in tech.

In the old days, people had personal assistants manage their travel, but now it's too much for one person to do. People are too wealthy, they're too busy. Their calendar is a constant flow of what they want to learn about or what they want to do. Let's say they're in Palm Beach and someone's like, "Oh, I'm going to this new members' club in New York, let's have dinner there," so they go the next day. Then, oh, there's a Rothko exhibit in London, so that's the next place. People have become really nomadic since COVID.

Why do you think that is? What's changed?

I think people just have so much money. Honestly, we've never seen such massive amounts of money. Whatever you think of — "Oh, I need to get a new dress. I'll go to New York to go shopping" — there's no limit. Imagine if you were a billionaire and every time you picked up your phone, there was a new opportunity to shop or buy tickets or go somewhere else, and you could just do it. They're in L.A. for two weeks because the weather's nice. And then they're in Aspen and then they're at a tech conference at Big Sky, and then they go back to Palm Beach. If you have all the money in the world and you dream of something, you go get it. It's just about how much it costs, and whether you're willing to pay for it.

To read the rest of the article, click [here](#).



Longevity vacationers making use of poolside vitamin IV drips and other treatments are helping to fuel the global wellness tourism market. FOUR SEASONS RESORT MAUI, ROSEBAR AT SIX SENSES IBIZA (5)

HEALTH | WELLNESS

The Longevity Vacation: Poolside Lounging With an IV Drip

The latest trend in wellness travel is somewhere between a spa trip and a doctor's appointment

By [Alex Jania](#) [Follow](#) and [Allison Pohle](#) [Follow](#)

Jaclyn Sienna India owns a membership-based, ultraluxury travel company that serves people whose net worth exceeds \$100 million, many of whom give priority to longevity, she says. She has planned trips for clients to Blue Zones, where there are a large number of centenarians. On one in February, her company arranged a \$250,000 weeklong stay for a family of three to Okinawa that included daily meditation, therapeutic massages and cooking classes, she says.

India says keeping up with a longevity-focused lifestyle requires more than one treatment and is cost-prohibitive for most people.

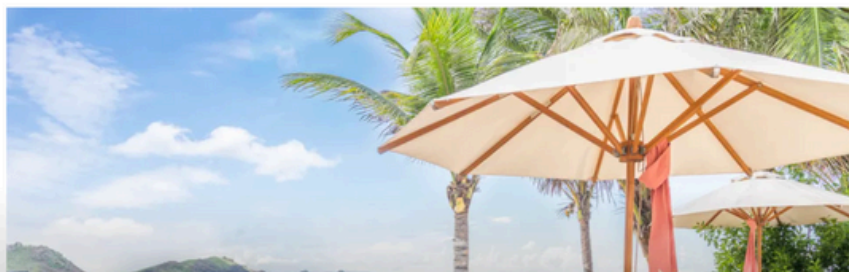


TRAVEL

8 of the Best Destinations to Travel to This Memorial Day Weekend

BY AMY LOUISE BAILEY

April 2, 2024



Memorial Day weekend marks a whole new world of travel possibilities, where we can reacquaint ourselves with the relaxed rhythms of summer: sunlit days spent at the beach, dining al fresco, and detaching from the obligations of daily life. And what better way to embrace the new season than by escaping somewhere fun and fabulous, where you can connect to the local culture and cuisine?



Island Time in Antigua

Fly from JFK in the morning and be on the beach by noon, sipping palomas surrounded by palm trees and crystalline waters. That's the beauty of being so close to the Caribbean if you're based on the East Coast—it's easy enough to access for a long weekend of sunshine and rejuvenation, free of too many travel hurdles. As with any destination where itineraries are purposefully designed to be minimal (eat, drink, swim, repeat), your choice of where to stay is key. Jaclyn Sienna India, Founder and CEO of [Sienna Charles](#) luxury travel concierge, says that in Antigua, "the only destination our members want is [Jumby Bay](#)." It's easy to see why—the private island is widely recognized as the finest resort in the Caribbean (up there with Amanyara in Turks & Caicos) and is a model of what a truly brilliant all-inclusive resort can be. You won't encounter any bland buffets or slushy cocktails—the dining scene is distinguished, with three à la carte restaurants offering farm-to-table fare sourced from the island (menus feature lobster, Antiguan conch, and okra from the rustic vegetable gardens). And if you're in the mood for adventure, you can experience a bevy of watersports—wakeboarding, waterskiing, paddleboarding—and end the day with a sunset cruise. Jumby Bay is a paradise that feels completely removed from the distractions of the real world and is a place where you can truly unwind.

CNBC TRAVEL

‘Quiet luxury’ was once all about fashion — but now it describes how the top 1% travel too

PUBLISHED FRI, MAR 22 2024-1:30 AM EDT

Helen Iatrou, contributor

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Less limelight, more connection

Jaclyn Sienna India, the founder of the ultra-luxury travel company [Sienna Charles](#), said she considers herself a longtime quiet luxury disciple.

While others may prefer the boulevards of Paris or the shores of Monaco, she escapes to Vietnam’s Ho Chi Minh City once a year.



Monaco has long been a playground for the elite, but wealthy travelers are increasingly opting for more remote locations, say luxury travel advisors.

Alexander Spatari | Moment | Getty Images

She said her clients are focused more than ever on their families, well-being and mental health “because the world is a lot more stressful.” As a result, they seek more connection than limelight when they travel.

But another important aspect of the quiet luxury movement concerns security. Since celebrity homes have been a target for thieves of late, high-profile events like the Super Bowl are less attractive, India said.

Consequently, clients are seeking remote destinations, often at a moment's notice, she said. "We just booked a billionaire family on an island in a villa in Brazil. Brazil is not a place that immediately comes to mind ... But, to me, it's a place that still holds authenticity and soul. It's got great food and an incredible spa and wellness culture," India said.



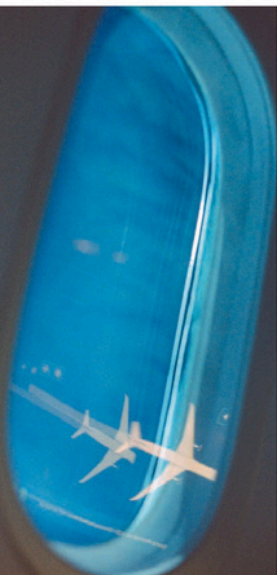
Jaclyn Sienna India said she recently booked a "billionaire family" on a trip to a remote Brazilian island, despite Brazil not being "a place that immediately comes to mind."

Sean De Burca | The Image Bank | Getty Images

Africa is another place where clients can seek solitude, she said. It was the choice of former U.S. President George W. Bush, whom she accompanied on a painstakingly organized personal trip to Ethiopia in 2015, she said.

CHAPTER: FLYING *is changing*

The pandemic created a boom in private air travel – and many haven't gone back to first or business class. Thankfully, the segment has become more inclusive and at least slightly more environmentally friendly: flight-share companies such as Surf Air allow travellers to snag spare seats on private charters in the US, and Scott Dunn Private partner Victor is the first jet charter to use Sustainable Aviation Fuel for every flight. Meanwhile, private terminals are sprouting at airports. American outfit PS has plush suites and private cars to planes (including commercial flights) in LA and Atlanta, with plans to expand to Miami and Dallas. There's also the Windsor Suite at London's Heathrow: first designed for royalty, it now has Jason Atherton dishes and white-glove service for anyone prepared to pay. surfair.com; flyvictor.com; reserveps.com



SAFARIS *are more exclusive*

For so long, safari was a communal affair, but the game-ready private house has come into its own of late. Pioneers include eight-bedroom House in the Wild, on a lovely bend of Kenya's Mara River, owned by Tarquin and Lippa Wood, founders of the surrounding Enonkishu Conservancy; and Onduli Enclave, three exclusive-use stilted suites looking out over the faintly Martian landscape of Namibia's Damaraland. There are new additions this year, such as Singita Milele, five private suites on a prime wildebeest migration overlook in Tanzania's iconic Grumeti Reserve; and the high-design Melote House, dug into the landscape like an eco-Bond lair in South Africa's rhino-friendly Lapalala Wilderness Reserve. collectioninthewild.com; theluxurysafaricompany.com; singita.com; leopogolodges.com



THE PRIVATE *life*



THE BILLIONAIRE WHISPERER

*Sienna
Charles
India*

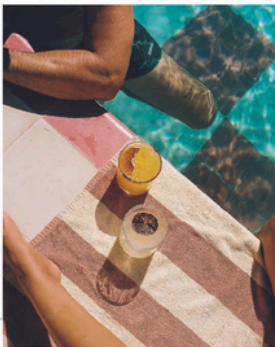
The founder of luxury travel concierge Sienna Charles, Jaclyn Sienna India, doesn't deal with the merely wealthy. Her clients – including former presidents and Fortune 500 CEOs – pay up to £120,000 a year for membership, which can include fixer services and bespoke travel experiences.

"Our clients pay for access to my little black book, and because they know we can make the impossible happen – whether that's closing the Hagia Sophia, securing last-minute Super Bowl tickets or getting a royal warrant to skip quarantine during the pandemic.

"It's about knowing the client but also knowing the ins and outs of every destination: the hotels, restaurants, when the traffic's going to be hectic, everything. It's my job to know when there might be too many other billionaires at the Ritz in Paris; that [high-end New York Italian] Marea is better than Carbone these days; or the exact suite to book at the new Fifth Avenue Hotel.

"We get to know our clients and their specific needs really well. When we took a former US president to Ethiopia's Omo Valley, we had to cater for his 30 secret service staff as well. We built camps from scratch with everything he needed, including his favourite peanut butter sandwiches. Sometimes the simple is as important as the sublime.

"We like to throw in magic moments – and sneak in excitement. We had a CEO of a major US corporation on a trip in the desert in Jordan, and we faked a breakdown, only for the client to take a camel to a tent with a beautiful dinner laid on." siennacharles.com



Billionaires and A-listers pay me to plan their luxury vacations. For \$150,000 a year, I get them into the best restaurants and hotels in the world.

As told to [Maria Noyen](#) Feb 26, 2024, 11:13 PM CET

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- Jaclyn Sienna India, 42, founded the ultra-luxury travel company Sienna Charles.
- She didn't come from money but plans vacations for people worth at least \$100 million.
- Her job involves personally scouting destinations and specializing in quiet luxury hospitality.

This as-told-to essay is based on a conversation with Jaclyn Sienna India, the founder of the luxury travel concierge Sienna Charles. The following has been edited for length and clarity.

I came from an extremely poor background, but I always had a vision.

I attended university for art history. I was a typical college kid, but at that time, I started working at a five-star French luxury restaurant, Le Bec-Fin, as a server. I didn't know how much that restaurant would impact my life.

The clients coming in came from wealthy backgrounds. I saw people spend \$10,000 on dinner. They were super dressed up, covered in jewels, and coming in with Rolls-Royces to dine on the best food and drink the best wine.

I became enamored with studying people with ultra-high net worths. I wanted to take that elegance, knowledge, and personal service I learned in the restaurant and bring it to travel.

Faking it until I made it

I started my own travel concierge, Sienna Charles, 16 years ago. I definitely faked it until I made it, but I believed in it.

You could start a business for \$99. But what you do with that after is when you start to grow as an entrepreneur. I opened my business, but it's not like the phone rang.

At that time, I was writing to Gotham Magazine and Manhattan Magazine, telling them that I was the most exclusive travel company in the world.

My husband thought I was the dumbest person in the world because we would get calls from people saying, "Oh, I saw your article. I'd love to go to Disney," or, "We're going to New Jersey for the weekend." And I was like, "Oh, I'm sorry, we're so busy, we're really sold out this season with high-net-worth people."

But I had no clients. My husband would say, "You're an idiot. Take the trip." And my response was, "No. I either work for the wealthy or I don't."



Jaclyn Sienna India and her husband.

Courtesy of Sienna Charles

To read the rest of the article, click [here](#).

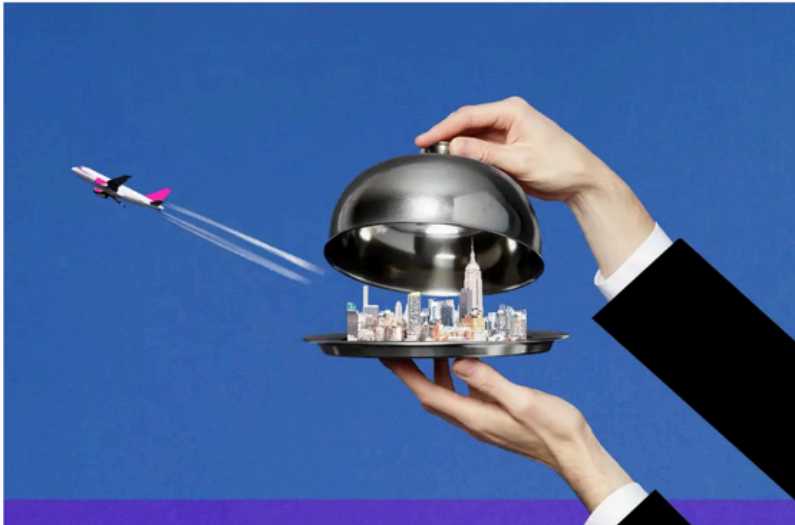
TRAVEL

5 airlines worth splurging on for the best first-class experience

 As told to [Jamie Killin](#) Feb 19, 2024, 12:03 PM CET

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I've been interested in travel since I was a teenager. I started working at [Le Bec-Fin](#), a highly-awarded French restaurant in Philadelphia, when I was 18. It was elegant and luxurious, and the checks were in the thousands. I was obsessed with listening to the diners talk about where they traveled.

After working there for five years, I wanted to bring that level of service to travel. In 2008, I started [Sienna Charles](#), a luxury travel and lifestyle concierge service.

I'm always traveling to do research for my clients — I've been to 90 countries and travel more than 200 days each year. Wherever I am, there's a hotel to visit, a restaurant to try, or a person to meet.

Service is a top priority for me when deciding on an airline, and the people an airline hires are what make it a great trip. My favorite airlines truly understand what the client wants. When flying to a new destination, you should try the airline for that region. Fresh, delicious food is also important.

With these criteria in mind, here are my five favorite airlines to fly.



1. Air France

Air France's first-class cabin, La Première, only has four seats per flight, and it feels like you're flying private. I've taken it with my husband, but we've also booked it for a family of four.

It offers one of the best flights to Europe because of the thoughtfulness in the way the seats are designed, the materials used, and the privacy you're given. The food and the wine selections are also really elevated.

Air France thinks about the entire journey, from pick up to drop off. It handles your transportation to the airport, for example, and if you're waiting in the lounge in Paris, there's incredible food and a spa where you're offered a 30-minute treatment.

Some airlines have taken away blankets and pajamas for business-class passengers, but Air France still gives them out. The airline is also primarily staffed by French people, so you can begin to immerse yourself in French culture as soon as you board.

To read the rest of the article, click [here](#).

The 50 Greatest Luxury Hotel Suites in the World

Robb Report has compiled a select guide to the very best suites—from penthouses to train carriages—available now throughout the world.

By MARK ELLWOOD, CHRISTOPHER CAMERON



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Grand Son Net Suite, Son Net, Mallorca, Spain

This country mansion hotel in Mallorca's Tramuntana mountain range only reopened under its new owners—the same team as the beloved Finca Cortesin—this summer, but is already a mainstay for luxury travelers, somewhere that Jaclyn Sienna India of Sienna Charles calls “more than just a luxury retreat, but an ode to the rich tapestry of Spain’s regal history,” before calling its priciest room, #20, “the best suite in all of Spain.”

Spanish designer Lorenzo Castillo is a friend of the owner, and he was indulged to unleash his maximalist exuberance at full tilt, with carved wood ceilings, tiled floors, and a private terrace; the fireplace means the hotel can stay open year-round, making it an ideal winter weather weekend hideout. Standing in the grandest suite, says Gray, it's "impossible to keep your mouth closed."

From around \$1,785 per night.



The André Fu Suite, Upper House, Hong Kong

Architect and designer André Fu was the mastermind of the 1,960-foot namesake suite at this high-rise hotel in Hong Kong. He rebooted the onetime penthouse on the 48th floor from a two-bedroom residence to a single bedroom with its own private spa, complete with two massage beds, and a dining room that easily seats 18 people; it's wreathed in a subtle palette of pale blues, browns, and ivory, a soothing hideaway from the hubbub below. Guests arrive via an escalator that whisks them away from the frenetic pace below before they ascend via elevator to the entranceway of the hotel, which overlooks Hong Kong's harbor from a dizzying height—at night-time, the city below looks like a broken diamond necklace, sparkling in the darkness. Don't assume that a stay here, though, is disconnected from life. The Gray Kuntz-operated restaurant is among the city-state's finest. No wonder Sienna India calls it "an urban sanctuary that's peaceful and energetic at the same time"

From roughly \$7,694 per night.



Where the A-list go for winter sun (and how they do it)

Celebrities shun the humble fly-and-flop in favour of private jets, members-only islands, storied hotels and fake names

By Amanda Hyde

17 September 2023 • 5:00pm

Jennifer Aniston's annual New Year celebrations are the stuff of tabloid legend. With a selection of her famous friends in tow, she routinely decamps to the Mexican resort of Cabo San Lucas for a spot of winter sun, prompting a flurry of paparazzi airport shots and a handful of enviable Instagram stories.

The actress isn't the only A-lister to return to a favourite destination for some seasonal stress-busting. With the money and the clout to go anywhere on earth, famous people still tend to cluster in the same spots (perhaps because their prices prevent the rest of us from getting in).

They go to the same places every year,” says Jaclyn Sienna India, who has arranged trips for Mariah Carey, amongst others, and charges a £60,000 annual membership fee for her services (with holidays costing more on top). “They go to St Barths at Christmas and they go to Mustique for the winter, so it’s easy to spot trends and see how we can assist them”.



Celebrities employ celebrity travel agents to get them there: power players such as India and Jason Couvillion at Bruvion Travel, who are famous in their own right thanks to their impeccable service and flair for logistics. The secret, says India, is to cut through the entourages and get straight to the VIPs themselves.

“I learned really early on in my career when I took George W. Bush out that his team spoke for him,” says India. There’s this wall around the celebrity. People are trying to protect the person but they’re just being annoying... so we try to get the celebrity more involved and they get excited about the trip”. Below, we take a closer look at some favourite A-list winter sun destinations – and the experts who arrange their holidays.

Members-only resorts

Unlike Aniston, many superstars know better than to let irritants like the public or paparazzi get in the way of a good break. For Caribbean sunshine, one of Kim Kardashian’s favourite getaways is Baker’s Bay on the Bahamian island of Great Guana Cay, which bills itself as “the Bahamas’ most exclusive members-only community”.

To read the rest of the article, click [here](#).

All the Dreamiest Places to Stay in Fiji

The famously friendly Fijian people are just one reason the likes of Rebel Wilson and Jean-Michel Cousteau love the laid-back South Pacific country with surreal coral reefs and self-sustaining private islands.

BY KATHRYN ROMEYN  APRIL 8, 2023 10:00AM



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SHOPPING WITH THR



Urban Outfitters Gift Guide: 20 Great Holiday Gifts to Pick Up Right Now
BY DANIELLE DIRECTO-MESTON, TIM CHAN

In this nation of 333 islands — where Chris Hemsworth and Elsa Pataky recently spent the holidays — one can’t go anywhere without hearing “Bula!” which means life and is a heartfelt, enthusiastic greeting that makes “hi” seem almost rude.

In May, Jaclyn Sienna India, CEO of ultra-luxury travel concierge Sienna Charles, scouted Fiji for a major actor client and found Navotua, a village where she (and later the actor and her family) stayed and experienced kava ceremonies, traditional welcoming rituals that show respect and reverence for guests. The client “wanted to really understand the culture,” says Sienna India. “They lived with these local tribes for four days in huts on the beach, wearing grass skirts and walking around barefoot.”

The warm hospitality, Sienna India says, was “unreal.” They’d take boats to islands where hardly a soul has stepped and staff caught fish and cooked it for them on the beach. Of the \$75 a night home-stay, she adds, “It wasn’t luxury, but you couldn’t have paid more for a more remote, incredible, once-in-a-lifetime experience. It was exactly what they were looking for in terms of immersion.”

Wakaya Club & Spa

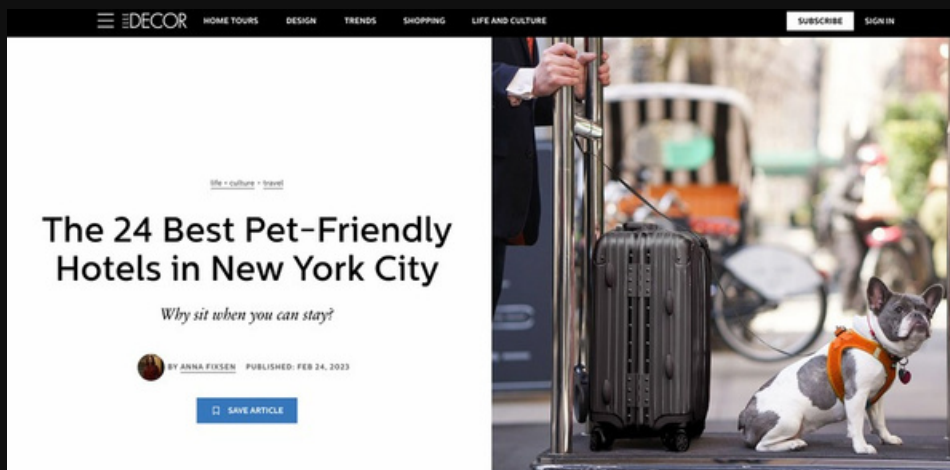
Afterward, her client flew via helicopter to the private island Wakaya Club & Spa, where they rented the whole island (\$2,500 to \$11,000 a night and \$330,750 for a week buyout).

At storied Wakaya — where Keith Richards famously fell from a coconut tree in 2006 and Celine Dion, Jim Carrey, Michelle Pfeiffer and Bill Gates are rumored past guests — there are two organic farms and a team comprising 95 percent native Fijians cooking island-to-table fare, plus a guest experience of foraging or spearfishing and cooking in a traditional lovo volcanic stone fire.



Additionally, the resort of 10 waterfront cottages and an immense private residence features a nine-hole golf course, Hobie Cat sailing, marine reserve snorkeling excursions and a tennis pro.

To read the rest of the article, click [here](#).



If you're a pet owner and had your druthers, you'd likely take your furry friend everywhere you go. But the reality is—especially as far as vacations are concerned—logistics are slightly, well, fuzzier. Not only are there TSA-compliant carriers and relief areas to worry about, there's also the question of finding a place to stay that will be open to four-legged guests. Luckily, if New York City is on your itinerary, there are plenty of pet-friendly hotels that will not only lodge your cat or pooch in style, but give them some Gunther-worthy pampering.

Hotelier and dog-lover Andrew Zobler, for instance, dedicated his latest property in Williamsburg, Brooklyn, to his four-pound chihuahua, Penny. Not only can you bring up to two 75-pound pets to the hotel free of charge, it also offers dedicated doggy cuisine and accessories. "A great hotel should, of course, endeavor to capture the best parts of home including being welcoming to our pets," Zobler insists. For the well-heeled (pun intended), the pup-friendly perks are even more lavish. Jaclyn Sienna India, founder of the super-luxury travel agency Sienna Charles, exclusively recommends the Mark on Manhattan's Upper East Side for her deep-pocketed pet parents. The hotel (which boasts the most expensive hotel suite in the U.S.) offers Molly Mutt dog beds, branded water bowls, and accessory kits—even its own Jean-Georges–designed doggy menu. "It's by far the most luxurious," Sienna India tells us.

Even if you don't count yourself among the one percent, there is still no need to "ruff" it. Below are 25 of the best pet-friendly hotels in New York City to consider on your next stay.

THE MARK

If you're the sort of person who spoils their pet as much as you spoil yourself, then book yourself and your pup at the Mark. The hotel offers dogs signature Molly Mutt beds and branded dog bowls, as well as a Woof Woof Kit that comes with, among other goodies, a special doggy collar. But it doesn't stop there: The Mark's Spoiled Dog's Menu was curated by Chef Jean-Georges and includes "gourmet entrées" and "delicious pet-friendly desserts." "We have a lot of billionaire clients who spoil their pets," says super-luxury travel agent Jaclyn Sienna India, "and that hotel is over the top."





TRAVEL / DESTINATIONS

JANUARY 24, 2023

21 Renowned Travel Specialists Who Can Make Your Dream Vacation a Reality

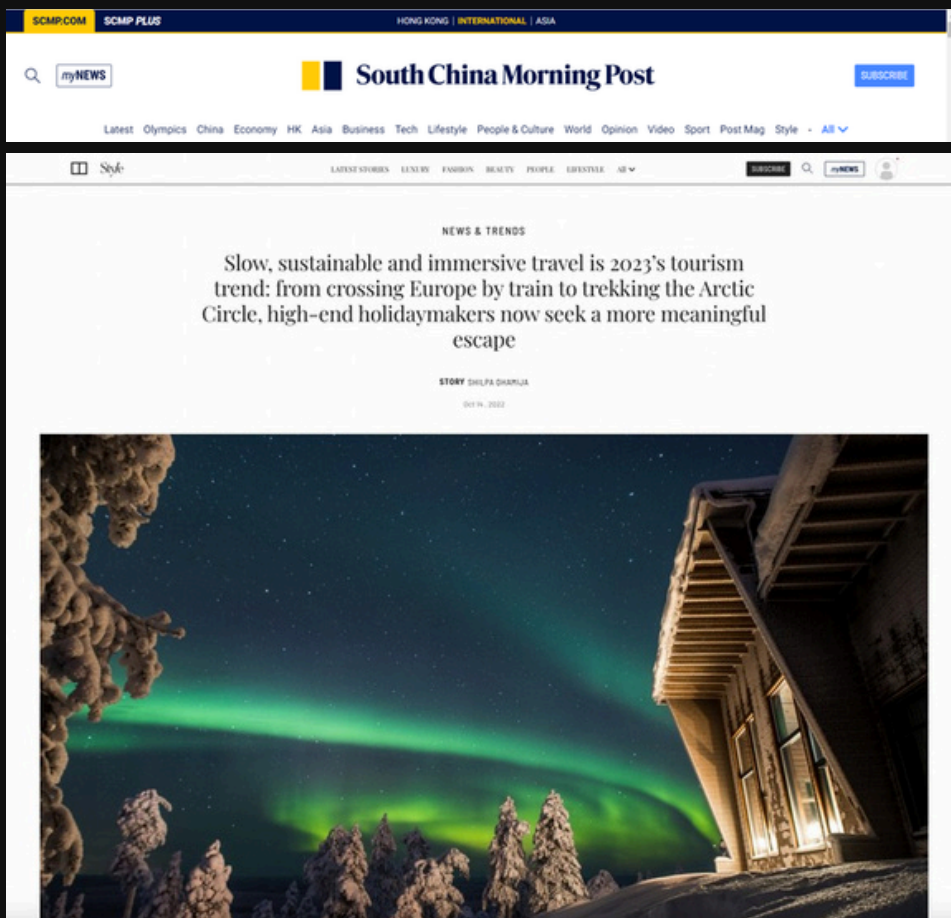
From Gray & Co's Cari Gray to Red Savannah's Edward Granville, these travel masters have connections to open doors around the globe.

By THE EDITORS



Jaclyn Sienna India, Sienna Charles

Jaclyn Sienna India's clients pay an annual retainer to keep her on speed dial, as she doubles as a lifestyle concierge and travel agent. If a villa on the Côte d'Azur in summer or a yacht in Sardinia's seas is your focus, consider adding the Beverly Hills-based firm to your contacts. Sienna focuses on villas more than hotels, explaining: "It's hard to get someone who has three homes worth \$30 million or more each excited about a new hotel—hotels don't offer the level of service they once did." Another key differentiator when it comes to Sienna's programming is the fact that all the guides she recommends have been sourced first-hand. That way, she can vouch for their quality without concern.



Box-ticking, highlight-skimming holidays are now cliché. Post pandemic, travellers are retrofitting their travel bucket lists with slower-paced, more meaningful and longer sojourns, especially after such a long period of confinement. Some prefer to immerse themselves in the cultural and scenic diversity of Europe via train travel – the slower the better – while discerning explorers are searching for tranquillity and perhaps a little adventure in the snow-covered tundra of the Arctic Circle.

The “2022 Global Travel Trends” study conducted by American Express Travel confirms widespread changes in the rationale of travellers – 76 per cent of respondents planned to travel more with family in the current year than they did in 2021, while 81 per cent showed interest in travelling to destinations where they could immerse themselves in the local culture.



“The past two years proved how special exploration can be, as well as the weight our travel decisions hold for local communities. Looking ahead, travellers are making decisions with purpose in mind – from understanding where their money is going to finding time to connect with loved ones,” says Audrey Hendley, president of American Express Travel.

“Stay duration increased, especially among families travelling together,” says Davis Gerber, a photographer and marketing professional at Cuixmala, who has spent more than half a decade capturing the area’s natural beauty and expansive landscapes, along with the traditional Mexican cultures the property seeks to preserve.

Nestled on the coast, Cuixmala’s 40 rooms grant access to 12,140 hectares of nature reserve, offering plenty of ecological and cultural experiences for long-staying guests. The property has watersports and beach activities, horse riding, a marine turtle sanctuary, and even zebra and eland animal reserves.

“Cuixmala has always appealed to more eco-conscious travellers, but Covid-19 lockdowns and supply chain issues certainly heightened everyone’s awareness, so there has been even more of an appreciation for the farms and eco initiatives the hotel has always had in place,” he adds.

To read the rest of the article, click [here](#).

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Yachts, villas, chefs: Rich Americans spending more than ever on vacations

By Mark Ellwood

Published June 16, 2022 | Updated June 16, 2022, 3:49 p.m. ET

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TRENDING NOW

ONNYPOST.COM

Dermatologist Shira Maryles, 45, decided that she and her husband David deserved a European vacation à deux this summer — an extra treat as all four of their kids will be away at camp or college. The New Rochelle, NY, pair are avid travelers already but resolved to make 2022’s trip a blowout splurge, bolstering their regular budget by 20%.

Getting away and getting pampered was the big priority.

“We’ve all put a lot of things on hold for the last couple of years, and we need a pressure-release, a way to get out of your everyday headspace,” Maryles told The Post. “Part of us was, like, let’s do this — we don’t know when the next opportunity will present itself.”

They’re not alone. “The spending has really shifted. Americans are being a lot more flashy with money now,” said travel agent Jaclyn Sienna India. That includes hiring private charter planes, spending six figures on villa rentals and shelling out twice-as-high rates to rent yachts.

Maryles and her husband asked their travel agent, Janel Carnero from NYC’s Embark Beyond, to arrange a blowout 10-day trip. She’s planned out an adventure that includes an EDM festival in Barcelona, primo seating for the Running of the Bulls in Pamplona, and a five-star beach hideaway in Biarritz, France. The couple opted for the priciest hotel available.

81

“We chose the more expensive option, and I don’t feel bad about it. I never feel bad about taking vacations,” Maryles said, “And whoever is traveling this year is paying a premium.”

And then some. Per hospitality data tracker STR, a tony hotel room in Europe this summer will cost \$471.96 versus \$364.91 in 2019 — almost one-third more. According to the Consumer Price Index, airfare jumped 18.6% between March and April this year, marking the highest single hike, ever.

Taking a trip this summer is a pricey proposition — but more wealthy Americans just don’t care, even amidst record inflation.

“So many of my clients have more than doubled in terms of what they spend, though the amount they’re going to spend is no longer part of the conversation,” said luxury agent Camero. “Now it’s, ‘This is what I want, tell me how much I need to spend to get that.’”

Another of her clients, a couple who usually book two or three trips a year, might typically have spent \$30,000 on a week or so in the Mediterranean. “Now they want private charters, not business class, and they spend that much on two nights of the trip, instead of an entire week,” Camero said.

Many of the world’s hotspots, of course, are desperate for such free-spending largesse. They’re reeling not only from pandemic shutdowns, but also the absence of two groups of free-spending travelers used to keep five-star piles afloat: Chinese travelers remain largely precluded from venturing overseas thanks to their government’s measures, while sanctions keep many Russians away. Even those Russians able to travel to, say, St Tropez might feel unwelcome so and prefer instead to stay in Putin-friendly regions.



To read the rest of the article, click [here](#).



TRAVEL / DESTINATIONS

MAY 24, 2022

With Wealthy Russians Laying Low, Americans Have Taken Over as Travel's Biggest Spenders

Luxury travel experts reveal where their American clients are going this summer—and why they are willing to pay high rates to do so.

By EMMA REYNOLDS



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to crown the
winner.

Forget road-tripping the American West or secluded domestic getaways—Americans are ready to return to Europe, and are doing so in a big way. Gone are the days of pandemic-proof travel; instead, travelers are gearing up for a see-and-be-seen summer rife with socializing and big spending.

“People are over subpar, middle-of-the-road experiences and they’re going right for the top,” says Jaclyn Sienna India, founder of membership-based luxury travel and lifestyle firm Sienna Charles, whose clients are worth \$500 million or more. And in going for the priciest bookings, from the top hotel suites to extended yacht charters, Americans are helping with an issue that had many in the travel industry nervous about this summer: the lack of those usual big-ticket spenders, the Russians.

Tourism was of course strained during the pandemic, but with restrictions now easing in top destinations across the world, people are returning to their favorite familiar destinations. Despite a raging and devastating war in Ukraine, wealthy travelers aren’t feeling deterred from going to Europe in particular. Mediterranean regions like the Côte d’Azur, the Amalfi Coast and Spain are preparing for an influx of tourists, predominantly American, and they’re coming in droves with their wallets open.

Noticeably absent, of course, are the wealthy Russians, including the many oligarchs who own houses throughout the South of France and Italy. Russian billionaire Roman Abramovich, for example, owns the historic Château de la Cr e, which has already been seized by the French government, and several superyachts owned by Kremlin-affiliated individuals have been seized as well. While they account for a low portion of total tourism in terms of actual numbers, wealthy Russians have long accounted for a lot of the spending in places Monaco, St. Tropez, Portofino and Amalfi. Now, that role is being filled by Americans.

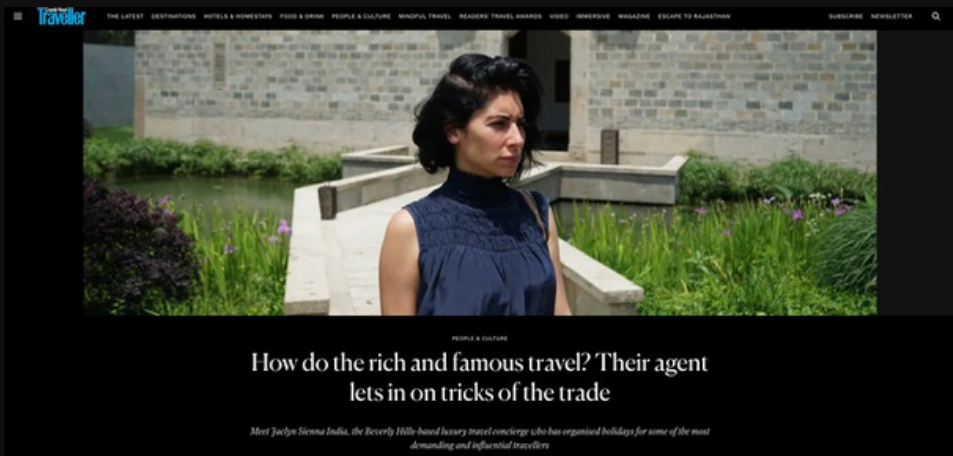
“Americans are the new Russians,” says Jack Ezon, founder of luxury travel agency [Embark Beyond](#). “They’re filling the Mediterranean hotspots at ridiculously inflated rates, and they cannot seem to get enough of it.”



India adds that wealthy Americans are “spending money like it’s going out of style.” They are scooping up the best suites and yacht charters and most expensive experiences that wealthy Russian clients might have booked prior. Case in point: Two wealthy American clients of hers are each spending upwards of \$2 million on yacht charters in the Mediterranean this summer, and a separate American family just booked a top suite in Monte Carlo for \$30,000 per night for the upcoming Monaco Grand Prix.

“Spending is up anywhere between 25-percent and 60-percent in terms of the same vacations clients booked for the last three years,” she says. “They want what they want in terms of top suites, experiences or the best tickets to events like the Monaco Grand Prix, Art Basel or the Open.”

To read the rest of the article, click [here](#).



She has flown in Christmas trees to India so her guests felt at home during the holidays. She has closed down monuments like the Taj Mahal, Hagia Sophia and the Louvre for her clients. Last-minute tickets for F1, private cooking classes with master chefs, and even a private breakfast on top of the Arc de Triomphe in Paris—no demand is too tall for her. Meet Jaclyn Sienna India, the luxury travel concierge who caters to the rich and the famous, from business heads to a former US President to celebrities like Mariah Carey.

The making of a luxury travel business



India learned the ropes of luxury hospitality while working at a five-star restaurant in Philadelphia. “I was enamoured with food and wine and service. And that led me to travel, to try different restaurants and experiences. I had this innate sense of what high-net-worth individuals wanted. I knew how to please them because my expectations are the same,” says the Beverly Hills-based agent over a Zoom chat. She set up her boutique travel firm, Sienna Charles, in 2008, which eventually transformed into a luxury concierge company, with billionaires who pay an annual membership fee ranging from \$75,000 (Rs58 lakhs) and \$250,000 (Rs1.93 crore) a year.

The agent has travelled to 90 countries and spends 200 days a year combing and vetting the world for the best hotels, restaurants, tour guides and yachts. “I don’t follow the news. I don’t follow trends or what’s on the Internet. I personally visit the hotel, and I sleep in the bed. Or I go to a restaurant and try to understand what’s authentic.” Not everything that is expensive is amazing, she says. “Because I have been to third-world countries, I can understand the simplicity and amazingness of a meal that’s less than a dollar. And sometimes it’s more amazing than a meal at a three-Michelin star restaurant that costs \$20,000. So, I look for soul and authenticity, and that’s what people are looking for too.”

How and where the rich and the famous travel

In 2015, India designed an itinerary for former US President George Bush, his wife and four friends, to some of the most remote parts of Ethiopia. It took a private plane and seven helicopters to take the party to Omo Valley and the Danakil Depression. Unable to find a hotel that met her expectations, she had worked with local partners to build a luxury camp for him, purchasing brand new furniture and sheets, as per reports. India also ensured his favourite foods, from pasta to peanut butter sandwiches to non-alcoholic beer, were made available in the most secluded areas of the region.

It hardly stops there. She once orchestrated a cinematic scene from Paris in Miami, where the famed chef Eric Ripert designed a special menu. Another time, she arranged for her clients to meet with Jennifer Lopez after her show in Las Vegas in 2016. And a private masterclass with chef Massimo Bottura? That’s been done as well.

“The wealthy also tend to travel in the same patterns—in the winter, it’s skiing in Portugal, St. Moritz or Aspen. In the summer, they are headed to Italy and France.”

The wealthy are spoilt for choice, so recommending a place or experience, as you can imagine, is no cakewalk. “They have five homes, chefs, full-time staff and planes. If you are getting them out of their comfort zone, it has to be special and unique.”

To read the rest of the article, [click here](#).



Jaclyn Sienna India, the travel guide to presidents

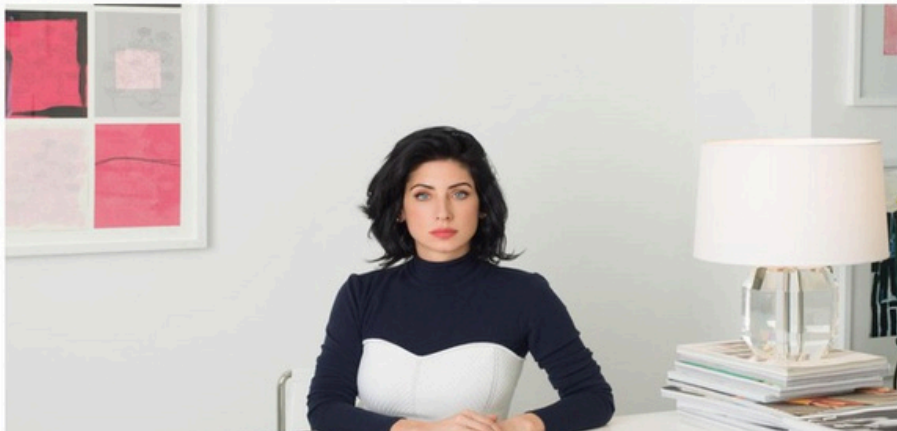
Jaclyn Sienna India, whose clients include former US president George Bush, talks about exclusive holidays, post-pandemic challenges, and why even billionaires can be shown the door

April 15, 2022 09:26 pm | Updated 09:43 pm IST

MEDHA DUTTA YADAV

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Exclusivity, discretion, and a personal touch are Jaclyn Sienna India's signatures. From closing down the Sydney Opera House, the Hagia Sophia, the Louvre, the Great Sphinx of Giza, Machu Picchu, and the Taj for an exclusive visit, to working with local partners to build luxury camps for her clients, she is not your average travel agent. For this Beverly Hills-based 'super travel agent', catering to presidents, billionaires, studio heads and celebrities such as Mariah Carey is a routine day.

India fell in love with luxury hospitality during her college years. While studying art history at Philadelphia's Temple University, she worked at the now closed Michelin-starred restaurant, Le Bec Fin. "I got an understanding of the amazing level of knowledge and personal touch that accompanied the service. That was a learning ground," says India, who established her boutique travel company, Sienna Charles, in 2008. Since then it has transformed into a lifestyle concierge firm, with members from the \$100 million club (who, according to reports pay between \$75,000 and \$150,000 a year).

5 travel planners who book trips for celebrities and the ultra-rich shared the 6 most surprising things about their jobs

MONICA HUMPHRIES | MAR 12, 2022, 17:45 IST



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28-DAY BEGINNERS WORKOUT CHALLENGE

AGE: 55-60	AGE: 45-55
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For some industry experts, the most surprising thing is that requests stop being surprising

Jaclyn Sienna India, the founder of the Sienna Charles luxury lifestyle company, told Insider that after working with clients who are worth \$500 million or more, no request, no trip, and no task can faze her.

She said she's closed down world monuments like the Taj Mahal in India and the Colosseum in Italy as well as reserved 50-yard-line Superbowl tickets the day before the event.

"Nothing is surprising because it's all so normal," she said. "We really can get anything done, it always comes down to how much you're willing to spend."

20 Minutes With: Luxury Travel Impresario Jaclyn Sienna India



By Nadja Sayej Updated Jan. 24, 2022 11:49 am ET

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Jaclyn Sienna India, founder of Sienna Charles, a membership-based travel company, helps wealthy travelers make their most majestic dreams come true, working with clients who typically have a net worth of over US\$100 million. She has arranged a private breakfast on the top of the Arc De Triomphe in Paris, brought a yacht to the Galápagos, and arranged backstage passes to meet Jennifer Lopez after a concert.

Sienna India, who founded the first ultra-luxury travel company in 2008, travels 200 days of the year and has visited over 90 countries searching for new experiences for her clients. Her company is based in Los Angeles and limits services to roughly 100 members.

She spoke to Penta about luxury travel trends, sublime travel experiences, and working with billionaires.

PENTA: How is travel changing as people start traveling again?

Jaclyn Sienna India: People are being more careful about where they go, not rushing anywhere. People are also more thoughtful about how they travel and what their goal is. In luxury travel, we've noticed the purchase of assets, rather than renting them. A lot of clients started buying vacation homes where we were sending them, as well as yachts and chartered planes. People are not sharing their trips on social media. Privacy is important.

Who are your clients?

Most of our clients work in finance. We work with presidents of countries and celebrities—privacy is at the core of what we do, so we don't name names. They usually live in New York, Los Angeles, and Palm Beach, they usually travel with their family. We assist with travel and lifestyle services, including wellness, we help them with real estate needs, build yachts, anything luxury lifestyle related.

How does membership work?

We charge between US\$75,000 and up annually for access to me and my team. We help them plan unlimited lifestyle luxury experiences, travel, or related. We started in 2008 as a travel agency striving to be more. We realized the nuances that go towards designing a trip became an intimate experience; understanding who they are and what they love—it was really about pursuing their passions, be it food or history.

What kind of information do you collect on your trips?

I source the best restaurants, experiences, and chefs. I amassed this black book of people, places, and things, on top of my own passions, wellness, and art. It made me open that black book to anything. I would get a ping: "Where should I get a massage in L.A.?" or "Who is the best acupuncturist?" I felt people were coming to me for my take on luxury lifestyle. I'm constantly scouring for the best of everyone and everything.

What goes into your research?

When they come to me and they sign up, not everything has to be a 'wow' moment, but it has to be right. If they get there and love the experience, great. But they already had a vision of what they expected but couldn't make it happen because they don't know the world like I do. It's a unique service perfectly tailored to them. Money is no object, so we can get creative.

To read the rest of the article, click [here](#).

Worldwise: Luxury Travel Guru Jaclyn Sienna India's Favorite Things



By Emma Reynolds Nov. 17, 2021 2:55 pm ET

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Jaclyn Sienna India founded her ultra-luxury lifestyle, concierge, and travel company, Sienna Charles, in 2008. The Los Angeles-based company, which operates on a membership model, prides itself on being among the first in the space to be female-founded and -operated. Since the company's inception, she's arranged vacations for the world's billionaires, world leaders, and A-list celebrities.

Not only does she curate trips for her discerning ultra-high-net-worth clients, from simple European jaunts to renting remote private islands or closing down the Egyptian pyramids for a night, but she helps clients secure last-minute reservations at Michelin-starred restaurants, find rare wines and spirits, and purchase bespoke, one-of-a-kind gifts. Her clients rely on her taste to recommend the top hotels, restaurants, shopping, and excursions in all corners of the globe, and through her personalized network, India makes it happen.

"I was inspired to create Sienna Charles because there was no company that truly excelled at handling lifestyle requests on a detailed level for clients worth \$US100 million and more," India tells Penta. "Travelers are truly looking for privacy and authentic experiences, at the same time."

Prior to founding her company, India worked in a five-star French restaurant in Philadelphia and became enamored with fine dining and hospitality. It was through this experience that allowed her to know what her ultra-wealthy clients were looking for.

India travels more than 200 days a year in an effort to personally experience each hotel, restaurant, villa, or yacht that she recommends to her clients.

“I am driven in business to find the best of the best and pair my clients with it based on their preferences,” she said. “I am also driven by the uniqueness of each person’s requests and their vision, and I will work tirelessly to find and deliver it to them.”

A bonafide luxury expert and global traveler, read on for India’s favorite things and her top travel tips.

Next I’ll be traveling to... Dubai, Qatar, Lebanon, and Egypt

My go-to travel essentials are... Maison Ullens pants, Etro headwrap, Meng silk pajamas, Christine Byer at-home facial lifting machine, and a Smythson cosmetic case

The best book I’ve read recently is... Nutrition and the Autonomic Nervous System by Dr. Nicholas Gonzales, because it goes into detail how stress causes disease and how to avoid it.

During the pandemic, I brought luxury travel and dining into my life by... entertaining at my home for friends. I brought the fine-dining world into my own home. I got super into all the serveware, hiring top chefs, and creating menus.

A travel routine I swear by is... packing my own food for travel. I also don’t have carbs or wine on the plane, and I try to rest and relax as much as possible.

One trip I’d love to do again is... remote Indonesia, including Raja Ampat and Borobudur.

A passion of mine people don’t know is... wellness and reading medical books. Don’t ask why, but it helps me unwind.

The one place I recommend my clients visit is... China. To me it’s the most multifaceted, interesting, and rapidly changing country. I love the juxtaposition between the rural parts, the history, and the innovation of the future.

My favorite hotel in the world is... Aman Tokyo.

A bucket-list trip of mine is... the Trans-Siberian express. To me, luxury is... always being one step ahead and anticipating people’s needs without asking.



Sh. The secret's out. Ultra-luxury lifestyle consultant Jaclyn Sienna India shares the latest trends and hidden gems inside the lives of the extremely wealthy, and Dolce took some notes.

Jaclyn Sienna India transformed her first job in hospitality into her luxury lifestyle business by becoming a student of the ultra-high net worth. Today, her company, Sienna Charles, advises billionaires, public figures and celebrities ranging from George W. Bush to Mariah Carey on ultra-luxury travel and lifestyle experiences.

At a time when inspiration in the form of breathless scenery, gourmet meals and exciting adventures is only an Instagram away, satisfying the demands for an exclusive experience from the ultra-high net worth comes with its own challenges. India shares her insights on the trends in the luxury market and how she's able to curate experiences for those with the highest of expectations and where money is no object: "People have more money than ever. They're not looking for mediocre service; they want the best of the best and they're going to continue to demand that — as they should."

Having travelled to 90 countries — and still looking to check off exploring many more destinations, such as Papua New Guinea and the Trans-Siberian Express railway — India gives us a look into her growing "Black Book" of people, places and things that will help inspire your next wellness experience, adventure or passion — whether abroad or in your very own home.

Q: Can you tell me about your trajectory in becoming a luxury lifestyle expert?

A: When I was going to university, I started working at a five-star restaurant in Philadelphia, and it was my first time working at a luxury establishment. I became enamoured with food, wine and luxury service. I just became a student of the ultra-high net worth, wanting to study them and study about their habits and their patterns and why they wanted it a certain way and used that to fuel lots of my own success in terms of how to be better and have better expectations. I just became really obsessed with it. I really wanted to bring that ultra-luxury service and personalization to the travel world. I started my company in 2008, and I vowed that every moment would always be about the client. It would be a personal experience about them totally, and we would never book anything that I didn't personally know. I've travelled to 90 countries. I'm on the road 200 days of the year, and it's really been just building out my black book of people, places and things in order to pair clients with.

Q: You offer services that include sourcing yacht experiences, food & wine, lifestyle, private aviation, estates and wellness. Out of all of these categories, which is most commonly requested? What is your personal favourite, and why?

A: They're all my personal favourite, and that's why we really excel at them. I like them for different reasons, for different times. There's a time to take a yacht, there's a time to do an adventure experience, and there's a time to do wellness stuff. I like them all, and a lot of them are a take on those things. A lot of people sell yacht experiences, food and wine experiences and wellness stuff, but it's my vision behind each of them and how we express that. They all really start with the conversation with the client of what they're looking to achieve and what their expectation is for that item. It really depends on each one. For food and wine, for example, I know the high and the low as much as the other, so whether it's to go to Vietnam and eat out of a food cart for a dollar, that could be a really amazing experience. Or, a \$20,000 dinner could be really incredible. It really depends on what the person is looking to do.

Q: Can you speak on some of the characteristics, needs, demands and requests that come from individuals with extreme wealth?

A: The expectation is that we were to get it right in the way as if they were going to do it themselves. All the people we deal with are type-A personalities, and they can have whatever they want and they have this vision. We have this very CEO-style of service and when we work with people. Since money is no object, it starts as a conversation. "We want to go away for five days, we want a beach experience, we're bringing our family, we have a private plane, we're looking for this type of vibe," and so I have to, in a short amount of time, understand who they are, what their objectives are and then essentially deliver them the same thing that they would have delivered themselves had they had the time. I think that's where we're really successful, is really understanding who they are and what makes them tick and pair that with my rolodex and kind of getting it right every time.

To read the rest of the article, click [here](#).

Meet the luxury travel agent who plans trips for former US presidents and world leaders

Kate Springer, CNN

🕒 10 minute read · Updated 4:40 AM EDT, Thu October 21, 2021



On a personal trip to Ethiopia in 2015, former US President George W. Bush encountered a pleasant surprise.

When he arrived in the ancient Christian town of Lalibela, dozens of children wearing royal blue Texas Ranger hats – one of the Texan’s favorite sports teams – gave him a warm welcome.

“We prepared a lot of cool surprises on that trip,” Jaclyn Sienna India, founder of the Sienna Charles luxury lifestyle company, tells CNN Travel.

“I try to think of cool ways to make (travelers) excited, so I bought about 100 Texas Rangers hats. And when Bush came to the village, all the kids had them on.”

Personal touches, exclusivity, security, discretion – these are the things that world leaders have come to expect while traveling.

“It’s very much like theater – world leaders have this vision of what this place could be like, how exotic and how amazing,” adds India. “And we want to fulfill that vision with special moments.”

Bush was not the first world leader India worked with. Her agency has planned more than 100 journeys for at least 15 presidents, prime ministers and premiers since 2012.

“Whether it’s a former president or billionaire or celebrity, everybody’s an individual,” she says.

“If you understand what makes them tick and why are they taking that trip, it will be a successful relationship.”



Delivering tailored experiences

India learned all about the art of luxury hospitality at now closed Le Bec Fin, at the time a fine dining restaurant with three Michelin stars, where she worked while earning a bachelor’s degree in art history at the Tyler School of Art at Philadelphia’s Temple University.

“I fell in love with servicing the ultra-high-net-worth,” she recalls. “I really excelled and understood their needs. That’s really been the success of my career – understanding the needs of each person and then being able to deliver that experience.”

To read the rest of the article, click [here](#).

Inside The \$150K A Year Concierge Service Offered By Sienna Charles

Sienna Charles makes millions from by offering its one-of-a-kind luxury travel service to the rich.

BY MELISSA STALB PUBLISHED OCT 17, 2021



Ten years ago, Jaclyn Sienna India saw a need that may not be on many people's radar – ultra-luxurious travel accommodations for the mega-rich. We're talking about past presidents, celebrities, and wealthy businessmen and women who are willing to pay for the ultimate experience.

While many travel companies suffered greatly at the hands of the global pandemic, India watched her company skyrocket in financial profits, lists of unique requests, and out-of-the-box ideas. Here's why.

What Sienna Charles LLC Offers

India travels more than 200 days per year, personally vetting accommodations, dining, luxury spas, transportation, and much more. She's been to over 90 countries, according to the Sienna Charles website, and the goal is to offer anything a client needs or wants at the drop of a hat.

For just \$150,000 per year, clients can go to India and ask for a trip to a remote island with top chefs, spa treatment, nanny services, and anything else they can dream of, and India makes it happen.

Her clients want the best chefs, the best seat at the restaurant, and the best experience the location has to offer.

The client list is small, with just 100 members at this time, including former President George H.W. Bush and Mariah Carey.

India works to understand who each client is, including their preferences and desires. Each member meets with India prior to joining the club and shares information about their passions, from art to family to adventure. The team at Sienna Charles then works to create a once-in-a-lifetime experience for their client, leaving no stone unturned.

Not just anyone can join. Prospective members must be worth at least \$100 million and, according to her, has to get along well with the Sienna Charles staff.

Success in Unpredictable Times

While many tours and travel companies have sought bankruptcy or closed their doors during the global pandemic, Sienna Charles has found an increase in clientele and their desires. Why? Because the ultra-rich could afford to travel, vacation, and relax on private yachts and private planes, able to social distance and avoid the fear of COVID.

India shared with Luxury Travel Magazine how clientele began shifting their requests.

Instead of renting a mansion on the coast of a beautiful country or staying in a luxury hotel, clients preferred to purchase a second home at their favorite vacation destination to ensure safety and privacy.

In fact, India claims luxury hotels are becoming a thing of the past, mainly because the word 'luxury' is changing. It's not so much fancy, but personal. Individualized treatment is the new 'luxury', and in light of the pandemic, what was once luxury was halted: breakfast included, and spa treatments were canceled.

India says many high-net-worth travelers have leaned toward private yachts or private villas to accommodate the lack of services, even from what was once considered luxurious.

To read the rest of the article, click [here](#).

How the ultra-rich are traveling during covid, according to their travel advisers

Forget about renting private yachts and jets. They're just buying them now.



By Natalie B. Compton

October 8, 2021 at 3:39 p.m. EDT



Pandemic travel has looked a little different for the rich. While the everyman debated whether it was safe enough to visit family for the holidays, there was the Kardashian who used a loophole to go to Paris when the border was closed, or the other Kardashian who rented out a private island in Tahiti for her birthday.

But brief backlash hasn't stopped the wealthy from returning to travel. After a year of being confined to their one, two or three homes, they are spending more than ever on vacations to make up for lost time. So what does a dream pandemic vacation look like when you've already been everywhere and bought everything? That's the question travel advisers for ultra-high-net-worth individuals have to ask themselves on a regular basis.

We spoke to three travel advisers about what kinds of trips they're planning for the 1 percent.

The ultra-rich are taking bigger, better, more expensive trips. The ultra-rich are not holding back with their vacation spending.

Erica Jackowitz, co-founder of Roman & Erica, a travel company for ultra-wealthy clients, said her clients are spending double to triple more on a trip than they would have pre-coronavirus.

“They’re open to spending way more than they ever would have considered two or three years ago,” said Jackowitz, whose retainer for clients starts at \$100,000 per year. “People aren’t holding back from any want.”

For example, clients who would have normally spent \$150,000 on a ski week over Christmas are now open to spending \$250,000.

“I’ve had a client spending half a million dollars a month since last June,” Jackowitz said. “And on a private island and has been traveling since then.”

It’s more about the journey than the destination

At the luxury travel company Brown and Hudson, founder Philippe Brown calls on the “art and science of luxury travel” to design vacations for the elite.

“We apply scientific principles to the travel that we plan — principles like hedonic adaptation,” Brown said. For example, to combat hedonic adaptation, the concept of getting used to or bored of something (even a really, really good thing), Brown plans ahead to keep his clients impressed day after day. That may be as simple as changing a client’s accommodation after a few days so the view doesn’t become blasé.

Right now, Brown said, he is getting more clients who come to him with a desired feeling vs. a specific destination, which hasn’t been the norm in past years.

“Initial conversations are more interesting and a bit more fuzzy because people are talking about ‘I want to feel energized’ or ‘I want to be vital again,’ ” Brown said. “People of a certain age ... they want to do stuff that makes them feel like they’ve achieved something beyond paying off the mortgage, having a jet, a car, whatever it is.”

For a client to feel a sense of adventure, Brown has planned a “luxepedition” across Madagascar. For a dad to feel closer to his son, Brown planned a U.S. road trip that included pop-up drive-in movies in unexpected locations, and he arranged for them to meet celebrities in Hollywood.

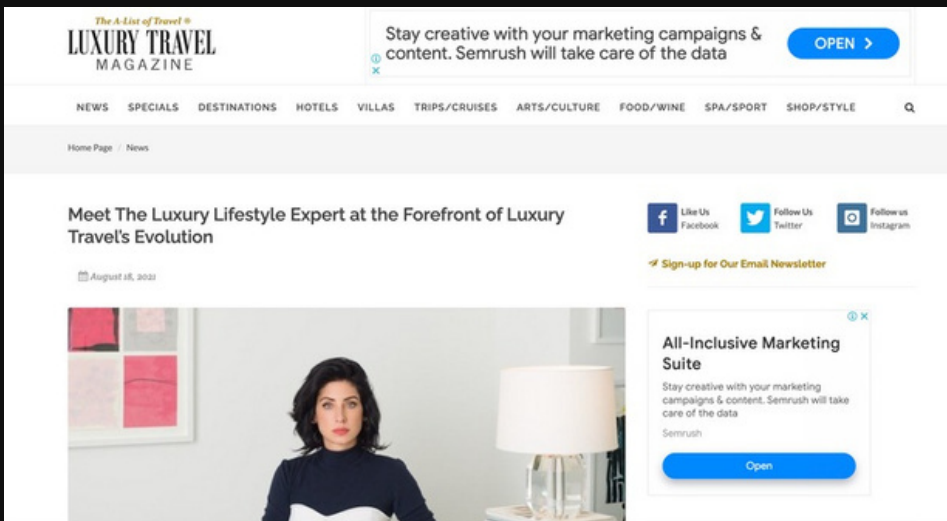
For Jaclyn Sienna India, founder of ultra-luxury travel company Sienna Charles, the pandemic has made the ultra-rich embrace different vacation ideas. (You may have heard of a few of her clients, including Mariah Carey and former president George W. Bush. She once rented out an entire private island for Carey and helped organize a trip to Ethiopia for Bush.

To read the rest of the article, click [here](#).



Doing thorough research can also help you come up with alternative travel plans if your initial destination of choice becomes unavailable.

“Rather than waiting for some countries to open up again, travelers should get more informed and creative with their trips, as amazing experiences are often closer to them than they think,” said Jaclyn Sienna India, founder of the luxury lifestyle company Sienna Charles. She said many of her clients have traveled to international destinations they’ve never visited before, like the Umbria region of Italy and Iceland.



Creating unrivaled worldwide ultra-luxury lifestyle and travel experiences for more than ten years, Sienna Charles is the first female-founded and operated ultra-luxury Lifestyle and Travel company.

Founded by Jaclyn Sienna India, Sienna Charles provides a unique and exclusive membership-based luxury concierge and travel service. Since 2008, she's made it her mission to deeply understand and fulfill the wants and needs of her discerning clientele, which includes world leaders, business figures and celebrities. Her client roster includes George W. Bush and Mariah Carey to name a few.

As the leading player of the Ultra-Luxury travel industry, Jaclyn Sienna India predicts and witnesses all market's evolutions at first hand. Following the Covid-19 pandemic, the industry has observed an increase in ultra luxury travel, along with a spending boom like she had never seen in her career. The tremendous rise in travel spending includes various factors including supply and demand and client's willingness to spend way more than before in trips, experiences and services to confirm the quality & service level.

Lately, there has been a significant increase in wealth for UHNWI (US billionaires have gotten about \$1.2 trillion richer during the first year of the pandemic; source: Americans for Tax Fairness), and Jaclyn is personally working with the top UHNWI that are now re-defining luxury.

Renting has now been replaced by investing in owning the assets: instead of going to luxury hotels, UHNWI are purchasing additional second and third homes around the globe, where sanity measures and service can be ensured for them and their family. Jaclyn Sienna India also saw yachts and jets being purchased more than ever by members. Home purchases made by ultra-high-net-worth are expected to be driven by educational motives. This means we may see a rise in permanent family relocations to education hubs. Despite a reduced desire to travel, nearly a quarter of ultra-high-net-worth individuals are planning to apply for a second passport or citizenship.

The emerging split between luxury and ultra-luxury travel before Covid-19 is stronger than ever and visible on every single travel touchpoints, from travel to homes, level of services or personalization and experiences. While travel has become more challenging for a large part of the population since the pandemic started, Jaclyn Sienna India noticed an uptick in her member's expectations, becoming higher than ever. Clients asked for longer trips rather than several ones, out-of-the-box experiences, an endless amount of personalization and a major focus on service quality and security, flying over entire teams, coaches, Chefs and experts.

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IT'S OFFICIAL: THESE ARE THE BEST BEACH TOWNS TO PUT ON YOUR TRAVEL LIST

Consider these the next must-visit destinations.

Words by **Adrienne Faurote**

August 16, 2021 in Travel



August has typically been seen as a month reserved for a summer holiday. It's a time seemingly dedicated to long-awaited getaways, unplugged moments from work, and indulging in beach-friendly destinations. And while this will always remain true, the travel culture has shifted over the last year, deeming seasonal cities year-round destinations and ultimately putting new travel destinations on our radars.

Yes, our Instagram feeds are still flooded with scenic views of the Positano cityscape from the iconic Le Sirenuse or sparkling blue waters of Capri, but there's a new wave of beach towns emerging. There's something magical about visiting the beach that evokes a freeing feeling like no other, from the feeling of the salt-kissed air on your skin to the scent of the ocean lingering in the breeze. Whether you're yearning to book a spontaneous trip to end summer or looking ahead to a beach escape come winter, we're deeming these eleven beach towns as the next must-visit destinations. Keep scrolling to discover the new generation of beaches to visit for relaxation, restoration, and discovery.



Just a short drive from Lisbon is the remote coastal town of Comporta. Its secluded, pristine beaches happen to be one of Portugal's best-kept secrets—for now. In fact, most of the fishing village has been largely undiscovered by tourists. According to Jaclyn Sienna India, founder of Sienna Charles, an ultra-luxury lifestyle and travel company, Comporta is one of her favorite beaches to travel to throughout the summertime. "My favorite beaches for summer are the wild beaches of Comporta, Portugal. I love to rent a house, go to the seafood markets, and cook with my husband. We spend all day on the beach and go to all the small fish shacks on the beach for lunch," says India. For a magical stay that is truly off the grid, book a few nights at Sublime Comporta and Quinta Da Comporta, and spend your days disconnected, or peruse the tiny shops on Rua Dom Afonso Henriques and Rua do Secador to discover the unique offerings.

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To read the rest of the article, [click here](#).



25 Random Things You Need For Your Next European Vacation, According to Travelers Who've Recently Been

Here's what you'll need, if you're heading to Paris, Barcelona, or anywhere else across the Atlantic.

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AH

ASHLEA HALPERN

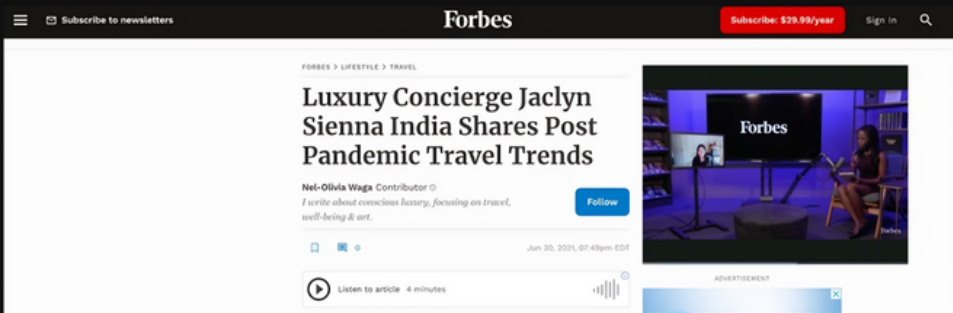
AUGUST 5, 2021

Despite the uncertainty with the Delta variant, many vaccinated travelers are forging ahead with their summer vacation plans. European countries like Italy, France, and Greece currently have open borders and remain wildly popular. That said, the paperwork and logistics required to enter each can be complicated so for the most up-to-date travel intel check the Centers for Disease Control and Prevention comprehensive list of COVID-19 travel recommendations by destination. The CDC currently recommends anyone who is not fully vaccinated stay home and get inoculated, and warns that even vaccinated travelers are still at risk for contracting and spreading virus variants.

If you're sticking by your bookings, the same rules throughout the rest of the pandemic apply: BYO face masks (N95 or KN95s are ideal) and hand sanitizer, and do your best to maintain social distance. That includes dining outdoors whenever possible and avoiding crowded bars, clubs, and transportation hubs.



Jaclyn Sienna India, founder of ultra-luxe lifestyle and travel company Sienna Charles, plans trips for CEOs, billionaires, and A-list celebrities. She's on the road more than 200 days a year and recently returned from a multi-country scouting trip in Europe. Anytime she crosses the Atlantic, she is never without this oversized Rimowa suitcase. "It allows me to pack a variety of silk shirts, non-wrinkle pants, and multiple jackets," says India. "I'm also shoe obsessed and bring about 10 pairs whenever I travel to Europe—even for a weekend getaway. The Rimowa suitcase is durable and the perfect size to pack a variety of clothing and shoe options."



With an acute sense of service, a world-renowned expertise and a passion for great taste and art de vivre, Jaclyn Sienna India, CEO and Founder of the luxury lifestyle company Sienna Charles, is providing the best recommendations either for abroad or when travelling from home.



While the reopening of travel before the summer season offers a myriad of possibilities, we discussed with Jaclyn Sienna India who provides precious advices and solutions for a restful yet exceptional travel experience.

As one of the rare female-founded and operated luxury Lifestyle, Concierge and Travel companies, Sienna Charles can make anything happen for her guests – from art consultancy and acquisition to the facial treatments, including as well the most unique trip to a remote part of the world.

Jaclyn Sienna India's experience, knowledge and contacts are even more appreciated at a time when many of us could use some guidance in a potentially overwhelming post-pandemic context. If "overtourism" was one of the travel most frequently-used term in 2019, we are noticing the limits of post-pandemic travel with a certain reluctance and anxiety linked to travel, going against the initial goal of consumers traveling to unwind, discover, and bloom.

All experiences thought and executed by Sienna Charles offer personal fulfilment and curiosity satisfaction, with emphasis on well-being, art de vivre and authentic beauty. Combining her passion for travel and her deep understanding of both her clientele's needs and luxury lifestyle trends, Jaclyn Sienna India's expertise goes beyond luxury travel in what she calls "A life well-lived".

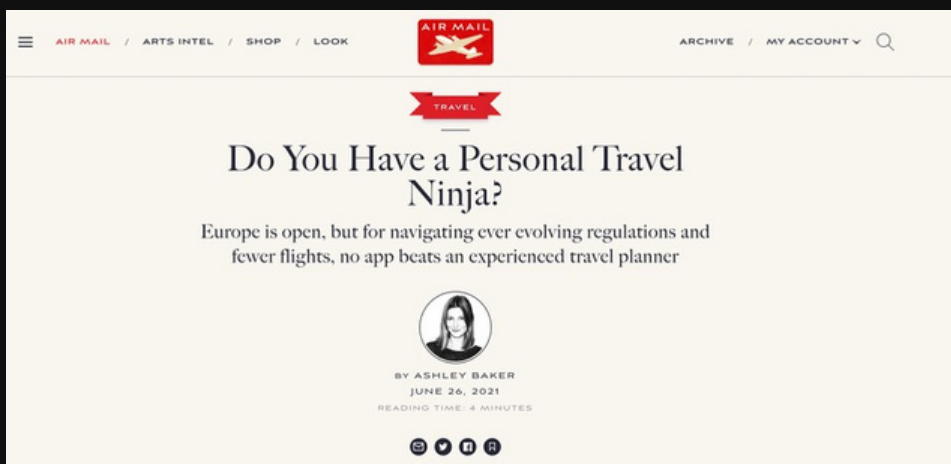
In addition to the classic requests and focuses including great restaurants, beautiful places and inspiring activities while travelling, a huge part of the requests is now towards wellness: Detox resort, facialists but also yogi masters, the list keeps expanding as the need grow.

“We have noticed an uptick in people being more thoughtful about traveling, as they have developed really personal wellness practices at home during the pandemic. Clients are looking to stay longer at places, and make sure all their wellness needs are met during their travels. We are sourcing particular food, making sure fitness equipment is available, and penciling in more quiet time.” says Jaclyn Sienna India.

I asked Jaclyn Sienna India for her picks for a discrete, restful and crisp Italian Summer:

- Seven Rooms Villadorata: in the heart of the baroque city of Noto, the property offers its guests an aristocratic experience by reproposing the ancient charm of the Grand Tour in a modern key in the private wing of the iconic Nicolaci palace.
- Wine tasting in the Roman countryside, in the Castelli Romani, which is the area where Trebbiano and Sangiovese grapes are growing.
- A handful of products from Santa Maria Novella, for refreshing floral notes, from the Lavanda Scented Wax tablets to the Rosa Novella fragrance.
- A minimalist night in Parco dei Seisi, Pantelleria: a unique place where hospitality meets Art, design and slow living. Annual meetings will be organised in the winter for the sake of creation, experimentation and progressive culture. We tend to blur the lines between places' functions, like a property we can sleep in, also hosting art residencies and pieces.
- Renting villas in Umbria for multi-generations, visiting farms, cooking together and relaxing as a family.
- Taking yachts to more natural parts of Italy like Sardinia, Sicily and reveling in private beaches, and remote areas versus beach clubs & busy restaurants...

Last but not least, the Osteria Francescana in Modena by Chef Massimo Bottura and former chef Gualtiero Marchesi, named best restaurant in the world for two years, inspired by art and encompassing all the art de vivre one can ever dream of.



Travel is back, baby, but the old rules no longer apply. “COVID-tested” flights, quarantine requirements applied and then abandoned on a whim, countries opening and then closing to foreigners ... even the savviest travelers are banging their heads against the proverbial wall.

Enter the experts: travel agents and consultants, whose roles and responsibilities are intensely expanding. “We’ve always specialized in being a full-service tour operator, but ‘full service’ has taken on a new meaning now,” says John Spence, president of Scott Dunn USA.

“Our team takes care of the basics that have always been a part of travel—accommodation, experiences, transfers—but now also assist with the new components of travel, like arranging COVID tests in-country, preparing you with any necessary health documents, and monitoring the ever changing restrictions.”

After a nearly dead year, business is booming throughout the sector, especially among the consultants who cater to the 0.1 percent. Jaclyn Sienna India, whose Los Angeles–based concierge service, Sienna Charles, works primarily with families whose net worth is more than \$100 million, has never been busier.



“In the last three weeks, business has come back 300 percent,” she says, citing the surplus of savings that many titans of industry have accrued during the pandemic. “We’ve picked up 20 to 30 new clients, as their assistants are going full-throttle dealing with new homes, new planes, new everything. They don’t have the time and space to be dealing with the lifestyle.”

India’s nine-person team is spending hours studying the new protocols. “But once we have the information down pat, it keeps changing,” she says, citing a recent client’s voyage to Uzbekistan as especially challenging. “We can get people in everywhere, and there’s always a way to do it, but everything is taking longer.”

After a nearly dead year, business is booming throughout the sector, especially among the consultants who cater to the 0.1 percent.

In pre-pandemic times, the .01-percenters often sought to avoid the masses and the predictable resort areas in favor of roads less traveled. Not so much for the summer of ’21, when visiting old favorites, and being among throngs of (a certain type of) people after a year of lockdown, is more desirable than ever.

“Everything is sold out—Italy, France—and we’re having to pull special favors to get people into the place they want to go,” says India, who predicts that Greece will be the international jet set’s primary stomping ground in August. “Americans are very excited about Europe opening up, and therefore everyone is trying to plan their trip before it opens up to all of the U.K.,” says Spence.

To read the rest of the article, click [here](#).



THE FINE ART OF BESPOKE TRAVEL

There's growing desire among the jet set for more thoughtful travel and longer stays, as the who's who crave a disconnect from the online world while seeking authenticity in lesser-known and far-flung destinations. At the forefront of travel innovation for the world's elite is Jaclyn Sienna India, founder of Sienna Charles, who "unearths the sublime" to offer her discerning members lifestyle and travel memories that most can only dream of. Based in Los Angeles and globally recognized as an expert in luxury, India personally vets every detail - from hotels to yachts, health professionals, spa therapists and chefs - before meticulously designing experiential itineraries reflective of her client's creative expression. In 2022, India projects family-orientated travel will take precedence, with more time consideration and more interest-based activities.

There's a conscious shift to sustainable travel from sailboats to bicycles, and balancing ultra-luxury with low impact is an art India has mastered. A recent success for Sienna Charles was a bespoke family sojourn to Scotland, which entailed living in a self-sustaining community in the wild highlands of Scoraig and Foula. Here, surrounded by wilderness and a vast bucolic landscape, guests used sailboats to fish and forage, living off the land for a week with their findings cooked up by a private chef. The experience is complete with remote bothy lunches, tented picnics, Loch fishing, nature walks and, of course, if there's anything else you can dream of, Sienna Charles is sure to make it happen.

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MEGAYACHT NEWS RADIO: JACLYN SIENNA INDIA, SIENNA CHARLES

October 16, 2020 By: [Megayacht News Staff](#)

While working for a fine restaurant, Jaclyn Sienna India noted key aspects of luxury hospitality. For instance, the chef not only knew where every ingredient came from, but also could talk in detail about their origins. The same held true with the sommelier for the wines. Why, she wondered, were other luxury-hospitality professionals, especially in travel, not personally acquainted with the experiences they booked? She created Sienna Charles in 2008 to address this.

Based in New York, India combines her passions for travel and luxury with a keen understanding of what discerning individuals want and need. Through Sienna Charles, she therefore personally vets, selects, and creates extraordinary experiences. In fact, India spends hundreds of days each year traveling globally, visiting superyachts for charter, exclusive resorts, and more. It's why she's earned the trust of her clients, who include world leaders and families. It's further why Wealth-X, Bloomberg News, Forbes, and more seek her commentary—and why she's the latest guest for the Megayacht News Radio podcast.

In our conversation, India discusses the origins of Sienna Charles, rooted in elevated service. Additionally, she explains how she and her clients are adapting luxury travels to the pandemic. In fact, a full 75 percent of Sienna Charles' business so far this year has involved yacht charter, more than double compared to 2019. Additionally, she shares her views on how yachting can align its high-touch practices to the current no-contact world.

To listen to this episode, just hit the play button. You can subscribe to Megayacht News Radio via Apple Podcasts, Google Play Music, iHeartRadio Podcasts, Spotify or Superyacht Radio's [YachtCast](#). As soon as each new episode releases, you'll be the first to know, and hear.

The Wealthy Are Moving Toward Intangible Luxury Assets, Including Passports and Healthcare

By Fang Block Aug 20, 2020 4:49 pm ET



Get coverage, images and more content from a rich world of 2020's luxury, according to Wealth-X.
AFP via Getty Images

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Unleashing Human Potential

An innovation and research-led approach to designing spaces where talent thrives

The Covid-19 pandemic is profoundly changing how people around the world live, and the wealthiest are no exception.

Among those who have at least US\$5 million, there has been an increase in demand for intangible assets, including additional passports and citizenships, as well as on-demand healthcare, according to the Wealth-X Global Luxury Outlook 2020 released Thursday.

Wealth-X has been publishing data and insights about the world's ultra-high-net-worth individuals (those with at least US\$30 million) and the billionaire population since 2010. This is its first report on how they spend their money.

"The wealthy's mindset around what luxury is has changed—their priorities have shifted towards their families," Jaclyn Sienna India, CEO of luxury travel company Sienna Charles, said in the report. "Luxury now includes a second passport, access to healthcare and the freedom to go when and where they feel safe and secure."

"Quite a few wealthy people are looking for exclusive safe havens in the form of second homes — safety has become a priority for them," Alistair Brown, CEO of Alistair Brown International Real Estate, said in the report. "But with this purchase, they expect access to established locations often via residency and additional passports as well as access to medical help."

Additionally, the wealthy have become increasingly accustomed to purchasing luxury goods online since the pandemic, as high-end brands expand their digital offerings, the report said.

“The wealthy continue to value luxury as they did prior to Covid-19. However, the way they buy luxury has changed, with more having moved to making their purchases online,” Winston Chesterfield, principal of luxury watch company Barton, said in the report.

For tangible assets—such as private jets, yachts, and art collections—there are notable differences in the demographics of the owners, the report said.

Most private jet owners are aged between 50 and 70, and two-thirds of the owners are self-made ultra-rich, with an average net worth of US\$345 million. Lavish private yachts remain the preserve of the upper-tier of the ultra wealthy. On average, luxury yacht owners have a net worth of US\$510 million.

Most private jet owners (52.7%) are aged between 50 and 70, and two-thirds of the owners are self-made ultra-rich, with an average net worth of US\$345 million. Lavish private yachts remain the preserve of the upper-tier of the ultra wealthy. On average, luxury yacht owners have a net worth of US\$510 million. About 48.7% of yacht owners are aged between 50 and 70, and a further 43.4% are over 70.

Wealth-X also ranked 15 global cities based on three criteria: their ultra-wealthy population, luxury retail market, and luxury amenities, including hotels and restaurants, in its Global Luxury City Index. New York, Tokyo, and Hong Kong came out as the top three.

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How the other half holiday! From a Fijian resort to a VERY posh campsite in Cambodia, Tatler reveals the top destinations for billionaires in 2019 - but they will set you back THOUSANDS

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The top luxury destinations in the world have been unveiled in an envy-inducing look at how the other half live.

Tatler have revealed just which off-the-beaten track destinations are the places to be seen - or rather not to be seen- by the rich and famous in 2019.

Los Angeles-based Jaclyn Sienna India, founder of elite travel firm Sienna Charles, told the society bible that this year billionaires are straying away from pampering breaks and towards 'adventure and culture'.

The holiday-booker to the stars, who once sent George Bush on an exclusive family trip to Ethiopia, reportedly charges up to £400,000 for a single VIP trip.

A look at her site boasts luxury adventure travel, private jets and villas, fine dining, luxury yacht charters, and spa retreats paired with first-hand knowledge.

And according to Jaclyn, the top five countries to visit this year include a newly-opened luxurious remote tented camp in South Cardamom National Park, Cambodia, and a spa retreat carved into volcanic rock, surrounded by the Blue Lagoon's natural springs and an 800-year-old lava flow.

For those keen on a quiet beach break, she recommends exclusive water villas in Fiji and Bora Bora, while Tel Aviv and Hong Kong are top on her list of city breaks.

1. Cambodia, Shinta Mani Wild



Luxury travel expert Jaclyn Sienna India told Tatler that Cambodia was enjoying a resurgence on the travel scene, having first been made famous by the likes of Angelina Jolie, who adopted first son Maddox there. Jaclyn cites luxury remote camp Shinta Mani Wild as the place billionaires should visit in 2019, pictured, costing from £1,500 per night

The newly-opened luxurious remote tented camp, created by designer Bill Bensley, is located in South Cardamom National Park, Cambodia, with luxury tents dotted along the picturesque springs in the plush rainforest

The retreat's amenities include stunning free-standing baths with luxury bath products overlooking the lush green spaces in the picturesque national park in Cambodia.

Taking the meaning of 'glamping' to a whole new level, the tents boast four poster beds, wooden walls and floors and chic furnishings as well as stunning multi-aspect views from floor-to-ceiling openings

To read the rest of the article, click [here](#).

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FEATURES

Where the world's billionaires will be holidaying in 2019

From Iceland to Cambodia via Israel, wealthy wanderers will be venturing off the beaten track this year

By Luciana Bellini
18 January 2019

Mykonos beach clubs and superyachts in St Tropez are so 2018 – this year, you can expect to see private jets touching down in some lesser-known destinations. According to Jaclyn Sienna India, the founder of luxury travel firm Sienna Charles, ultra-high-net-worth individuals are looking for something a little different this year, prioritising adventure and culture over pampering. A super traveller herself, Jaclyn spends more than 200 days a year on the road and has visited over 80 countries, all in the name of vetting the hottest new destinations for her clients (she once flew to a destination just to check out a particular masseuse). Her clients routinely spend £400,000 on a single trip and she has organised holidays for numerous celebrities, top business tycoons and VIPs, including pulling together a once-in-a-lifetime trip to Ethiopia for George W Bush and his family. Here's the lowdown on where billionaires are booking this year.

Cambodia

Cambodia is having something of a moment, with a spate of new luxury hotel openings, so it's no wonder the country has become a firm favourite with celebrities including Beyoncé, David Beckham and Angelina Jolie. 'This is our favourite place for 2019,' says Jaclyn. 'The food, people, culture and hotels are second to none.' Her top pick for this year is the newly opened, hyper-exclusive Shinta Mani Wild, Bill Bensley's ultra-luxurious remote tented camp in South Cardamom National Park. For those who fancy extending their trip, Jaclyn says the best way to arrive in Cambodia is via one of Aqua Expeditions' elegant boats, which starts off in Vietnam and winds down the Mekong River to Siem Reap.

Iceland

‘Summer or winter in Iceland is the perfect destination for a long weekend to immerse yourself in amazing spas, adventure and incredible hotels,’ says Jaclyn. This Nordic island, home to dramatic landscapes and natural wonders, has become popular with the super-rich since its first five-star hotel, The Retreat, opened last year. Jaclyn also recommends the adventurers’ haven Deplar Farm as a good base for exploring. For winter visits she organises heli-skiing trips for her clients and in the summer, helicopters to fly them over the island’s magnificent volcanoes.

Israel

Tel Aviv has been buzzing since the opening of the Jaffa hotel in its historic Old City last summer. Owned by Aby Rosen, the man behind the Gramercy Park Hotel in New York and W South Beach in Miami, it’s brought a slice of New York cool to the city and has the world’s elite flocking to book rooms at the 19th-century former French hospital and monastery. ‘This is such a serene location from which to explore the city,’ says Jaclyn. ‘And when you want something less serene, you can go to the hotel’s amazing nightclub, the Chapel Bar and Lounge.’ Jaclyn’s clients love the bespoke day trips she organises to Jerusalem, to visit the historical sights and check out the world famous market.

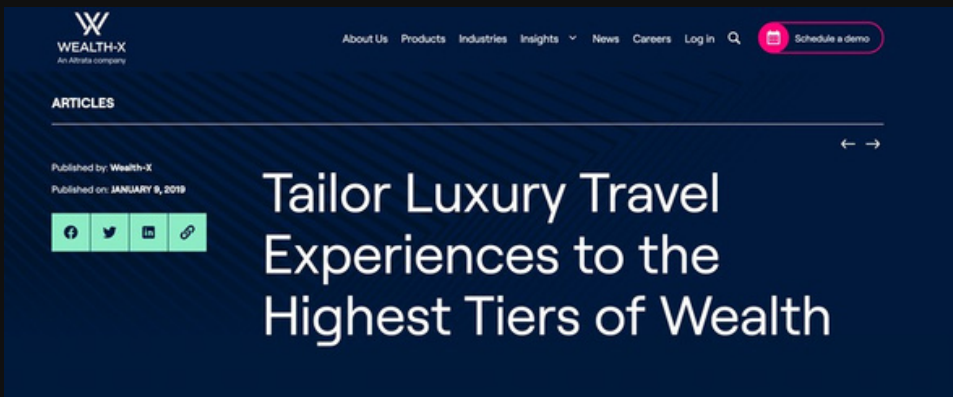
HongKong

‘I love this city because of the blend of old and new,’ says Jaclyn. ‘Like the new high speed train they’ve just launched, which connects Hong Kong with Mainland China.’ She’s most excited about the glamorous Rosewood hotel opening in March and says it’s the mix of high and low here that really appeals to her clients. ‘You can eat cheaply or super fancy, take out a yacht for the day or hike up mountain trails. It’s what makes it one of my favourite destinations in the world.

French Polynesia

Best known as a far-flung spot for loved-up couples on honeymoon, French Polynesia has been drawing a more stylish brand of elite traveller since 2014, when the breath-taking Brando resort opened. They’ll be flocking to cult hotel brand Coqui Coqui’s new opening when it launches later this year, and Jaclyn also recommends doing a spot of island hopping to nearby Fiji, where Six Senses opened a swanky new resort last year. ‘This really is a home-run destination,’ she says.

For more information on Sienna Charles, visit siennacharles.com



Luxury brands often miss the opportunities to reach the highest echelon of travelers by serving down-market experiences. It's the result of a troubling trend of mass market luxury, standardized luxury travel marketing appeals to both HNW and UHNW individuals, and the homogenization of luxury goods and services across these tiers of wealth.

The roots of these issues lie in a slew of societal, cultural and technological trends unfolding in recent years. The ubiquitous exposure of digital platforms like Instagram and the rise of the sharing economy are some of the most prominent contributors. However, collectively, these factors are manifold.

To efficiently target new customers, and to successfully retain them, the distinct expectations and needs of HNW and UHNW consumers (\$1M-\$29M v. \$30M) must be considered both when creating the luxury travel experience itself, as well as the luxury travel marketing campaign. A luxury brand must understand a client's level of wealth prior to designing travel experiences.

The Democratization of Luxury

Jaclyn Sienna India is owner and founder of the luxury travel agency Sienna Charles. She works with UHNW clients, designing unique travel experiences. She notes that luxury travel marketing has become the great equalizer. "Everyone is trying to make hotels and everything 'luxury' accessible... hotels are trying to appeal to everyone based on what is happening on Instagram. Now people who are not wealthy can afford 'luxury' vacations," she observes.

Looking the part of luxury is notably easier than delivering such experiences in live settings. India travels 200 days per year, noting properties touting the term "luxury" often lack the service component. "So many people are opening hotels. They can always have the great architecture, the furniture... There are more [properties] that have them than don't. However, you need to understand and get to know UHNW guests and service them accordingly. It's the least amount of focus these days, yet experience takes precedence."

Service: The Missing Link

Jaclyn Sienna India says “everyone is selling and not servicing”. She refers to the disconnect between improvements in hotel marketing imagery and luxury travel marketing, and actual service. “Luxury experiences need to be tailored and custom, [and on most occasions], nothing has been custom about their stay,” she goes on to explain.

Meanwhile, the sharing economy brings its own unique set of challenges. Companies among the likes of JetSmarter attempt to appeal to both the UHNW consumer and any traveler with \$2-\$3,000 worth of disposable income. India says, “Private memberships are mixing different demographics. A billionaire could sit next to someone who put [the charge] on his Amex. There’s a new resurgence of non-luxury companies trying to get into the luxury game. Airbnb is selling stays at \$10,000-a-night villas and yet they don’t even check out their properties. Everyone is trying to get into experiences... [with many companies] at the end of the day, you call and speak to a robot and no service is attached to the experience. No one cares and no one thinks about what they want to achieve with their travel.”

UHNW luxury travel marketing and offerings must excel in service, personalized attention and exclusivity.

Mass Market Luxury (HNW) vs. Top Tier Travel (UHNW)

Thus the question remains, what distinguishes UHNW travelers’ needs from those of their HNW counterparts? Service. Here are five ways to excel in serving individuals of wealth:

1. Remain Small.

Service is often sacrificed on the path for growth. Luxury hotel brand conglomerates exemplify these challenges. “Smaller lines like The Dorchester, with 8 properties, are getting it right. You lose a sense of who you are and why you started this when you grow and grow,” advises Jaclyn Sienna India. “Clients spend \$100k to \$1M for travel experiences so we meet them to find out who they are and what they love. You’re always face-to-face working with a professional for other industries, but travel is so anonymous and done online.”

2. Attend to Every Detail.

Sienna Charles has produced bespoke and truly luxurious experiences for adventurous UHNW travelers over the last decade, including building tents in Africa and Israel. In contrast, India underscores the luxury travel marketing strategies of hotels to construct glamping tents for imagery’s sake without the crucial attention to detail. She has personally witnessed a stateside West Coast example lacking indoor restrooms and featuring shared shower facilities. Other examples, India shares, include “marketing ploys like spa and wellness”. “At the end of the day, they’re still using chemical products in their spas. They’re not really offering a wellness perspective.”

To read the rest of the article, click [here](#).

A New 1% Must-Have: Concierge Services for \$150,000 a Year

“People are spending money like it’s going out of style,” says Jaclyn Sienna India, founder of Sienna Charles, a boutique travel company that she has transformed into a lifestyle concierge firm. Its new membership model runs its clients - billionaires, studio heads and celebrities - \$150,000 a year.

For the one percent, according to India, the pandemic prompted a pivot toward more extravagant purchases. During the height of COVID-19 travel lockdowns and bans, India got her clients into hard-to-enter places (think Azerbaijan), tricky tasks that epitomize the “fixer” nature of her evolved business. “We’ve done whatever people needed,” says India, “We get a request, it’s my vision, and the team [of eight] goes and executes it.” It might be a celebrity for a child’s birthday – she’s working on getting Post Malone to perform a private concert for a kid – or a sold-out Richard Mille watch or Mercedes-Benz G Wagon, now going for \$60,000 over list price. She also noticed that clients were more likely to buy homes in vacation spots like Aspen and St. Barts than rent them

India’s new business focus can include finding people to build members’ yachts, decorate their planes, design and staff their home gym and build out wine cellars. There was such a shortage of private chefs during the pandemic that a major request became recruiting from top restaurants. Snagging dinner reservations at hotspots is another common ask. “We were talking to the maitre d’ at Carbone in Miami, and people are spending literally \$10,000 to \$50,000 on wine. “It’s out of control,” says India, who has planned trips for former presidents and counts Mariah Carey as a client. Not just anyone can pony up \$150,000. Prospective members, limited to 100, must be worth \$100 million or more and meet personally with India. “I can’t have anybody disrespectful to the team,” she says. “Everybody has to be a nice person.”

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Travelling Mindfully

Whether it is being dropped in uncharted territory or simply getting lost in one's thought, the new travel/holiday trend is about truly getting away from it all



Take, for example, Le Monastère des Augustines, a former 17th-century monastery in Quebec turned wellness retreat, which offers a signature silent breakfast so that guests can begin their day in quiet self-reflection. The spa at London's Nobu Hotel, meanwhile, offers guests a Mindful Touch facial, from Spanish luxury skin care company Natura Bissé, that incorporates a virtual reality meditation experience. As Jaclyn Sienna India, founder of luxury travel company Sienna Charles points out: "Wellness makes you feel in charge of your life and your wellbeing – that alone is part of the power."

Of course, the pursuit for mindfulness through travel is very much a personal journey. Whether that is choosing to get lost in unknown lands, minimising environmental impact, unplugging at a wellness retreat or simply integrating with the local community, the bottom line is that mindful travel is about appreciating the present moment, without any resistance or judgement and, most importantly, having your own meaningful experience.



Last weekend, Prince Harry and Meghan Markle took a break from their official royal duties to celebrate the opening of Soho House Amsterdam with founder Nick Jones and other A-list guests. According to the Evening Standard, the whole weekend was filled with "eating, drinking, napping, dancing, boats, and bikes" at many of Amsterdam's premier attractions.

As with nearly all the vacations Prince Harry and Duchess Meghan go on, we wanted to know every detail of this recent trip to Amsterdam. However, unlike many of their over-the-top luxury getaways, this one could actually be recreated by non-royals — those who are willing and able to send the money, that is. "I think it's not a crazily over-priced trip. It's actually attainable for some people. Normally, them going to Africa or them going to crazy private islands is never attainable. For [this trip], you can ball out and feel like them for the weekend," Jaclyn Sienna India, founder of the elite travel consultancy Sienna Charles told Refinery29 over the phone. She broke down the costs for us based on the reports of where the couple stayed, ate, explored, and relaxed while in Amsterdam.

As the trip was made in honor of the Soho House opening in Amsterdam, the couple likely stayed there. According to India, the best room at Soho House Amsterdam is the extra-large Monumental Room, and depending on the season, it averages about 550 euros, or around \$581 per night.

Soho House Amsterdam's opening coincided with the birthday of founder Nick Jones, so on Saturday night, he celebrated with Harry, Meghan, and his other guests at Cecconi, a restaurant inside Soho House. Though the birthday dinner was probably taken care of by Jones, India explains that if Harry and Meghan had a nice dinner there alone, they would ~~probably~~ spend around 300 euros for two appetizers, two entrées, and some wine. That's around \$348.

During the day, guests including Meghan and Harry went on a boat tour down Amsterdam's famous canals. "Generally, the canal tours run about 250 euros per hour. I'm sure that it was some sort of agency that put that together so there was probably a markup. They were probably paying closer to \$500 an hour," said India.

The Evening Standard reported that on Sunday, the couple decided to unwind from the eventful weekend with treatments at the Soho House's Cowshed Spa. The elite travel consultant explains that they probably paid around \$400. "Just looking at the spa menu there, everything for 60 minutes ranges from 110 to 120 euros per person. Anything for 90 minutes is a little bit more... If they went together, it would be like 240 euros plus tax and gratuity."

Since you wouldn't have to pay for security and rooms for your staff like the Prince and Duchess did, it's safe to say a mere commoner could pull off a similar weekend trip for around \$3,000. Unfortunately, though, there is one additional expense associated with this specific vacation. According to India, staying at the Soho House requires a membership, and there's a hefty annual fee to get one. The membership that allows you access to all the Soho House locations around the world will set you back \$3,500 a year. If you're under 30, however, and only get membership to one of the houses, it's cheaper. India estimates that more affordable membership to be around \$1,800 a year. But there's more: You'll only get the chance to pay that sum if you make it through the extensive Soho House member application process, which requires things like a headshot and letters of recommendation. So, yes, while this vacation is technically more attainable than most the royal couple go on, it's still pretty damn exclusive.

What it's really like to... run an elite-travel company

Jaclyn Sienna India, the founder of Sienna Charles, explains how personally vetting every destination she sells has helped her business stand out from the competition

BY FRANCES HEDGES PUBLISHED: 10 JANUARY 2018

In a nutshell, my job involves... creating incredible experiences for my clients around the world.

When I was a child I wanted to be... a chef, a food critic, a lawyer, an art dealer.

I got into this industry by... initially hosting at Le Fin Bec, a five-star restaurant in Philadelphia. When my husband and I moved to Florida, I started working at a traditional travel agency, but I couldn't understand how agents were booking luxury vacations to places they had never been themselves. I saw an opportunity and so, over the next four years, my husband and I travelled to 50 countries, staying at high-end properties and eating at five-star restaurants.

I love what I do because... I am obsessed with travel. Every day is different: a new destination to visit, a new place to see.

The best part of my day is... the fact that every day is different. I like being in charge of my schedule and being able to spend time with my husband and dog, Tokyo.

The hardest part of my day is... chasing people to get clients the answers they deserve quickly.

The aspect of my job that always surprises people is... the unique experiences we get to create. Families find out in the press about experiences we have planned, then they realise how small we are and how much we accomplish.

The three skills that help me succeed are... persistence, tenacity and my inquisitive nature.

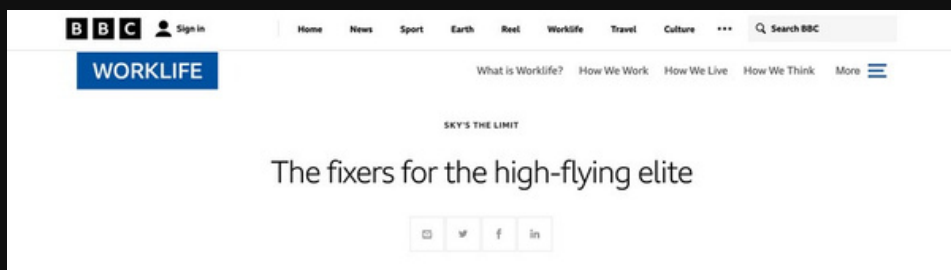
The biggest changes in my industry at the moment are... the growth taking place at so many hotels, the lack of quality among (and mistrust in) travel professionals, and the saturation of companies trying to offer luxury products that are available to everyone.

My role model is... Jeff Bezos, the founder of Amazon. I truly admire business owners because having a successful company is no easy task

The one thing I wish I'd known when I started out is... nothing. I love the process and learning from mistakes. It makes you a stronger, smarter businessperson.

Anyone wanting to do my job should begin by... finding a different job first. In 10 years' time, I'd like to be... retired.

To find out more about Sienna Charles, visit www.siennacharles.com.



Using vast networks of global connections, insider knowledge quick thinking, these people make the impossible possible – for a price.

Say you want a private breakfast on the top of the Arc de Triomphe in Paris, last minute dinner reservations at The French Laundry or better yet, a private meal prepared by Thomas Keller in his home.

Such unique experiences remain out of reach for the vast majority. But for a privileged few – the travelling elite, who are time-poor and prepared to pay top dollar – there exists a whole industry of fixers who cater to their every whim.

Top-tier members of these clubs have dedicated “lifestyle management” teams across continents who do everything from arranging travel, to introductions to influential people and invites to hot social events.

For Jaclyn Sienna India, founder of luxury travel company Sienna Charles, telling clients “no” would be a good way to torpedo her business.

She juggles seemingly impossible requests. Booking sought-after hotel rooms that have been sold out for months and arranging private shopping sessions with top fashion designers in France are all just part of the job.

I operate in a world where anything is possible – Jaclyn Sienna India

“If I need to get on a plane to make a reservation happen, or hop in a taxi and talk to someone in person, I will do it,” she says. “I operate in a world where anything is possible.

She once arranged a trip to Ethiopia for former President George HW Bush and personally brought non-alcoholic beers and peanut butter in her luggage to make sure he had the right ingredients for his desired snack while abroad.

“There is no way to prepare for these things, we get a request and I just figure out the way to get it done no matter what it takes.” The deep pockets of many of her clients helps: “Obviously, anything is possible if you have enough money,” she says.

India’s company is just one of many luxury travel concierge services in a growing industry: People with disposable income are increasingly spending their money on experiences rather than things, and a 2017 study revealed that the luxury travel industry is outpacing overall travel in terms of annual growth.

An attention-grabbing study published in the Proceedings of the National Academy of Sciences last year found that using money to outsource tasks and free up time for experiences lowered stress and improved happiness.

So it’s little wonder people who can afford it are spending money to buy back some time.

In the detail

As the global head of visual merchandising for luxury handbag designer Mulberry, Bradley Taylor travels a lot for work.

He tried a high-end concierge service on a whim five years ago and was immediately hooked. Taylor says he spends most of his time away from home, shuttling from his office to airports, so being able to rely on someone else for logistics helps his life run smoothly.

He uses a concierge for things like booking pet-friendly hotels with beds and treats for his dog. Or, sourcing his favourite hard-to-find vodka in hotels across the world.

“It feels like they’ve called ahead to make sure everything is right. There are always little surprise when you arrive somewhere and they anticipate things before I even think of it,” he says.

TRAVEL

How New-Breed Travel Agents Can Give You an Edge

Overwhelmed by planning a trip on the internet? 21st-century travel agents have recast themselves as full-service experts—promising both obsessively detailed itineraries and insider access for as little as \$15 a day

By Nina Sovich

Updated Dec. 30, 2017 2:44 pm ET



Resize



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Gift unlocked article



METICULOUSLY HANDLES ALL FLIGHT DETAILS

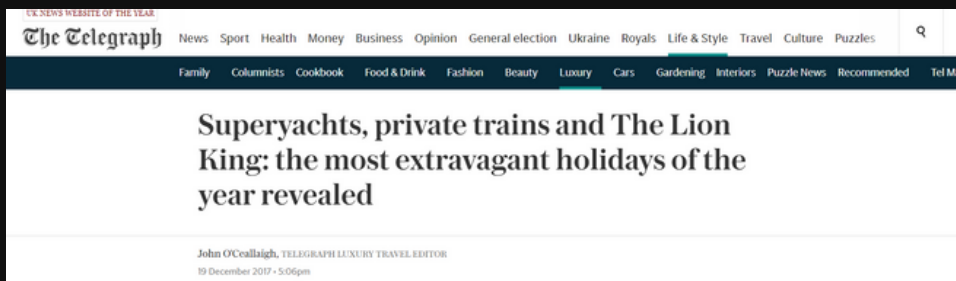


GETS YOU TO THE FRONT OF THE LINE



PERSONALLY FACILITATES EXCURSIONS

A desire for convenience often goes hand in hand with a competing desire for authentic experiences. Jaclyn Sienna India runs a small high-end agency, Sienna Charles, that caters to about 30 families and costs \$36,000 a year. She asks to meet her clients in person to get to know their tastes and interests. She sees a rise in sabbaticals where clients take their children out of school to embark on round-the-world tours complete with tutors. “My clients are top of their field and they want their kids to be the same,” said Ms. India. “If they are learning Mandarin they go to China, if it’s Roman history to Rome.”



Sienna Charles' holiday of 2017

As part of a week-long trip we arranged through northern Africa and parts of the Middle East for an American couple, we had private tented camps built solely for their use in Jordan and Morocco – the sites could only be reached by helicopter and were staffed.

Another surprise came in Israel – being driven through the desert, the couple were led to believe their car had broken down. Just as they thought they might be stranded, camels arrived to carry them to a lavishly attired tent where they enjoyed a glamorous meal. The trip cost \$140,000 (£105,000).

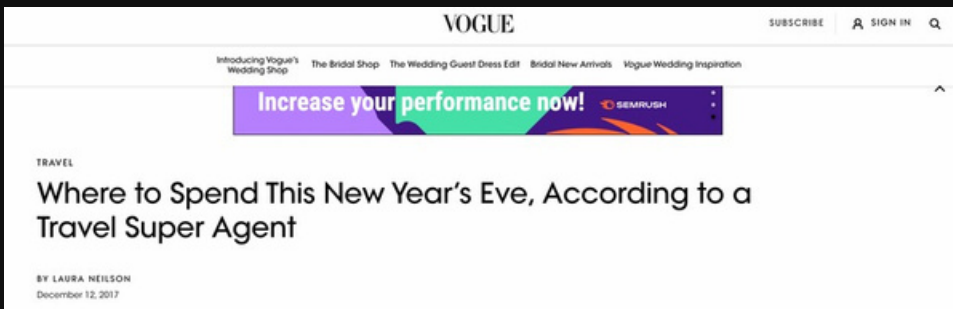


Where to go in 2018

A host of new openings are scheduled throughout Indonesia over the coming year – not least the Mandarin Oriental Bali, Bawa Island resort near Singapore and Soori Estate.

I'd recommend a three-night break in one of Bali's best resorts, before chartering a private yacht for a week's sailing and diving in the spectacular waters of Raja Ampat. A 10-day trip for two would cost around \$175,000.

Jaclyn Sienna India, Sienna Charles



You may not have heard of Jaclyn Sienna India or her high-end travel agency Sienna Charles, but you'd definitely recognize her clients. And that's the point. From former U.S. presidents to celebrities and CEOs, India works behind the scenes to create incredible travel experiences for the most discerning and elite clientele. And she's an especially unique figure in her industry for her individualized approach to her work: India travels over 200 days of the year and personally vets every single hotel, restaurant, product, and experience before giving it her endorsement.

In addition to being a source of infinite travel intel, she's also refreshingly honest in her advice—something we should all appreciate before committing a sizable sum of money on a vacay. Here, India gives us her top destinations for the New Year's holiday, from a far-flung archipelago to Miami Beach.

Paris

"When I think of holidays, I think of the most glamorous places you can celebrate," says India, which is why the City of Light is a perennial list-topper. "The way they decorate for the holidays—you don't lose that holiday feeling by being away from home," she adds. Couple your gorgeous seasonal surroundings with a fabulous hotel suite (preferably one with views of the Eiffel Tower twinkling), access to great restaurants, and perhaps even a ballet performance at the Palais Garnier for a spectacular kickoff to the new year. If staying at the newly renovated Hôtel de Crillon feels a tad too extravagant, India recommends the Relais Christine, which also completed a recent renovation. "It's a small property on the Left Bank, with really amazing terraces."

Shanghai

"The whole city does an amazing job with decorations, which makes it feel really festive. And there's a great fireworks display on New Year's Eve," says India (FYI, this is where she plans on spending her winter holidays). Three new luxury hotels have just opened or will open shortly, too: an Aman, the Swire Hotels's Middle House, and the Bulgari Hotel.

Egypt

“There’s a ton of growth in Egypt right now,” India notes. It goes hand-in-hand with new nonstop flights between Cairo and JFK on EgyptAir. She recommends using Cairo as a base and taking day trips or activities—like a private riverboat trip down the Nile—from there. Aside from the pleasant weather, India cites the friendly nature of Egyptians as an unexpected travel perk. “There’s a warmth you can’t buy, and there’s something really special about that.”

Tuscany, Italy

What’s the Italian equivalent of hygge? “I’m always looking for that cozy factor, and Tuscany definitely has it around that time of year,” India says. And for the first time, Rosewood Hotels’s Castiglion Del Bosco, a picturesque estate of farmhouses and villas situated on a winery in Montalcino, is open throughout the winter. India loves it for its all-in-one appeal. “Along with the winery and tasting room, the hotel’s chef will cook you amazing dinners. There’s a spa, tons of great wine, you can take cooking classes . . .” Bring a group and make it your cocoon until the new year.

Miami Beach, Florida

“When it comes to a good New Year’s Eve party, Faena hotel does such an incredible job with its entertainment programming,” India says. This [year’s theme](#), “Night of Desire,” complete with a pop-flamenco performance, isn’t likely to disappoint. Round things out by spending New Year’s Day at Tierra Santa Healing House, the hotel’s bliss-inducing spa, which India declares as one of the best in the country.

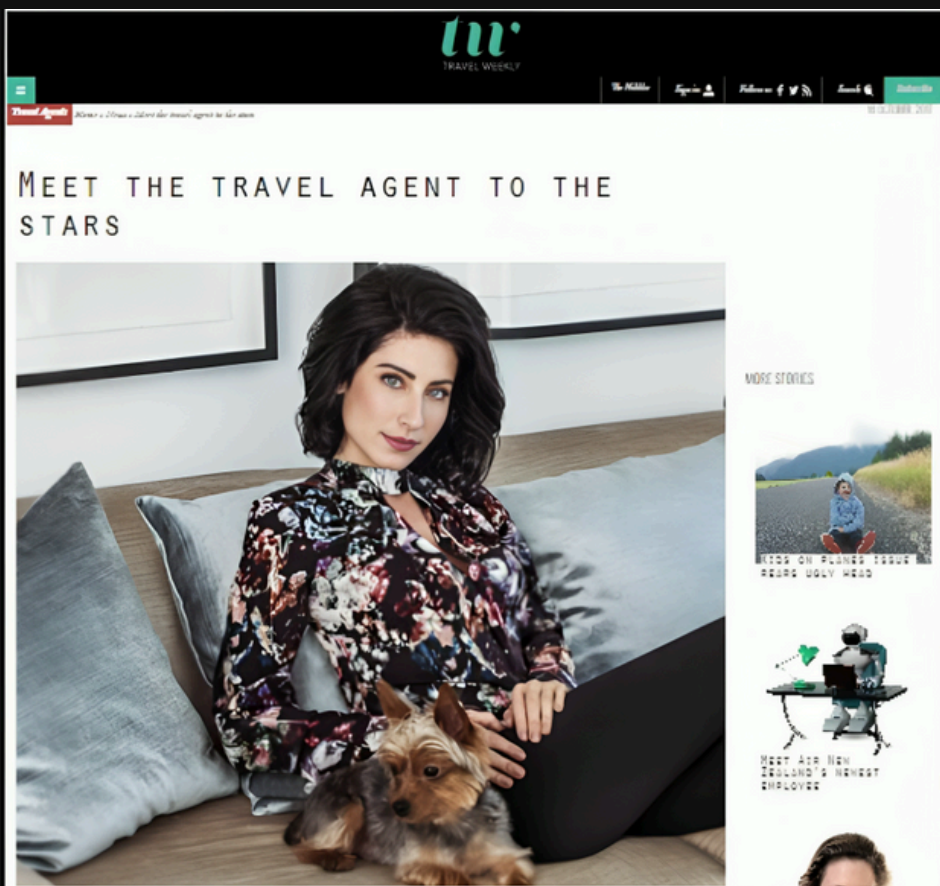
India

If you’re setting an intention for a more balanced life in 2018, try striking that tone in India. Our expert recommends celebrating the abundant festivities in Delhi before stealing away to the Aman hotel in Rajasthan for some downtime and self-restoration at the hotel’s newly revamped, game-changing spa. “It’s one of the best programs I’ve ever experienced. They’ve created these custom wellness programs that are beyond what most hotels offer in terms of wellness,” she says.

St. Petersburg, Russia

For a fairy-tale-like setting, winter is the time to visit St. Petersburg, India says, especially now that Aeroflot offers direct flights on business class from JFK. Though the visa process is more paper-intensive than most other destinations on this list, third-party companies can help streamline the process to as little as three days. And, India insists, you won’t be disappointed. “It’s just one of the dreamiest places you can go. If it’s snowing, it feels like you’re in a snow globe. Caviar flows, the Russian women are beautiful and wear the most glamorous outfits. There’s great art and culture, amazing food and cozy restaurants. It feels like you’re in this winter wonderland.”

To read the rest of the article, click [here](#).



Working in travel is a dream that is envied the world over. Though Jaclyn India, founder of Sienna Charles, a boutique travel firm for the ultra rich, may be able to one up us all.

At the ripe old age of 35, India has ticked off bucket list must-dos that would make Oprah jealous.

According to a recent interview with Forbes, India has travelled with the Bushs, arranged a private breakfast on top of the Arc D' Triomphe, brought in a private yacht into the Galapagos, organised a private viewing of the Mona Lisa and secured last-minute sumo wrestling tickets, all without breaking a sweat.

India began her career at Le Bec Fin, an iconic five-star restaurant in Philadelphia.

Speaking to Forbes she said, “People were spending ten times as much for a trip as they were for one meal at Le Bec Fin, yet nobody was looking at details in a start-to-finish way like they did at the restaurant.”

“I thought, ‘What if I could create the most amazing customized luxury service, but for travel?’”

And so she did in 2008.


Sienna Charles specialises in working with clients that routinely spend \$500,000 on a single trip and boasts a customer pool that ranges from CEOs to bankers and of course, Presidents and First Families.

According to the article, India charges \$1,000 for a hotel reservation, which includes India’s selection of the property and room and any transfers needed.

It’s \$2,500 for more complex requests, and if clients need her full attention, they will put Sienna Charles on retainer for \$36,000 a year.

When asked what’s possible for her charges, India responded, “Anything’s possible if you’re willing to pay enough”.

Meet The Super Travel Agent Who Takes U.S. Presidents To Remote Lands

David Hochman Contributor 

A worldview from Los Angeles on luxury, travel and entertainment.

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Oct 12, 2017, 06:13pm EDT

Ten years ago, Jaclyn India founded [Sienna Charles](#), a boutique travel firm solely for ultra-high net worth individuals that routinely spend \$500,000 on a single trip. At 35, she is a super traveler herself, logging more than 200 days a year on the road and with over 80 countries on her "been there" list.

The company personally vets every restaurant, spa, hotel and experience before offering them to clients (India once flew just to test out a masseuse for a client), which partly explains a customer pool that ranges from CEOs and bankers to George W. Bush and his family. On a 2015 trip to Ethiopia with the former president and family, India arranged for a private plane and seven helicopters to land in otherworldly Danakil Depression as well as remote tribal villages in the Omo Valley. [I've been to the Omo](#). Trust me: It's beyond imagining how challenging it would be to arrange a V.I.P. visit in that isolated corner of the world.

I'm fascinated by businesses that cater exclusively to the top of the top of the top, so I asked India for her greatest hits list of achievements for her guests. After all, mere upgrades to the Presidential Suite won't cut it when you're dealing with actual presidents. Here's some of what she told me:

- Asked by a wife to hire the New York Rangers for her husband for their anniversary. Rented out a bar, and after he attended the game, took him for drinks as the team showed up to celebrate with him after their big win.
- Arranged a private breakfast on top of the Arc D' Triomphe.
- Personally brought peanut butter and non-alcoholic beer into Ethiopia so President Bush could enjoy peanut butter & jelly sandwiches.
- Arranged a fake car breakdown in Israel, where the guests thought they were stranded in the desert. But instead of actually being stranded, camels picked them up and brought them to a tent set up or a glamorous dinner.
- Coordinated and received approvals to bring a personal yacht into the Galapagos, which has never been done, so that the guests could tour in comfort.
- Regularly clears space in popular sold-out hotels, including Hotel du Cap, for clients who decide last minute they must be there over the peak period. This is generally true for any hotel.
- Arranged Christmas trees to be flown in to make sure a guest's trip in India felt festive in each of the four hotels they stayed in. Presents were personalized under each one for all 10 travelers.
- Secured sumo tickets for guests wanting to see the matches (tougher than Hamilton tickets), as well as arranged for visits to their stables outside of Tokyo
- Arranged for guest to meet with J Lo during her Las Vegas show last year.

You get it. It sounds like a cross between pure exhilaration and absolute exhaustion, but India appears to have been born for the job. She calls herself a workaholic who will "email you back in one second" no matter when the email comes in.

To read the rest of the article, click [here](#).

How to Make the Most of a Layover

PLAN LAYOVERS STRATEGICALLY

Have a more diverse vacation by choosing a stop that is in contrast to the locale you're headed to. If you're en route to a beach getaway in the Maldives, for example, consider a stop in Dubai to fit in an urban escape, or stop in either Dallas or Chicago for a ski or hiking trip in Jackson Hole or Aspen. You can also plan for a layover on your return journey, and time permitting, you can do a layover each way in different locales. Ms. India often builds in two separate layovers when planning itineraries for her clients and said that she may have to play around with flight combinations to make them happen, but they can be done.

RETURN TO YOUR FAVORITE DESTINATIONS

Ms. India suggested that travelers arrange layovers in destinations they enjoy visiting and give their trip that special touch by participating in a specific experience there. It could be a meal at a favorite restaurant in Paris or an art show in London. Personally, Ms. India said she loves stopping in Reykjavik on her way to other cities in Europe for some relaxation at the Blue Lagoon, a popular geothermal spa. "Going to the Blue Lagoon is one of my all-time favorite things to do, and fitting a short visit in makes my overall trip really pop," she said.

A DAYLONG LAYOVER WORKS, TOO

If you have between eight hours and less than a day to kill between flights, you can still have a fantastic layover, Ms. India said. On a recent 10-hour layover in Helsinki, for example, she took a privately guided tour of the city, which she had booked in advance. "I was able to get a feel of Helsinki in a few hours and also had a delicious meal at one of the popular restaurants there," she said. Other possibilities for activities on short layovers include an art tour of a well-known museum, a shopping excursion in a specific neighborhood and even a jog, walk or bike ride in a scenic park.

MAKE YOUR STOP AN AFFORDABLE ONE

Your layover doesn't have to be costly. Some airlines, said Ms. India, allow free layovers — sometimes with a time restriction — so a stop won't cost you more money beyond your ticket price (British Airways, for example, allows free layovers for fliers who purchase a fully flexible ticket). A handful of airlines, including Singapore Airlines and Emirates, have occasional layover promotions in the spirit of promoting the cities where they are based.

Pursuits

Luxury Travel

A Revealing Look at CEO Travel Habits

Ever wonder what your boss really does on vacation?



A private jet can be a billed as a security expense. Photographer: David Hanover/The Image Bank

In the era of the humble brag, it's harder than ever to know how your boss travels. Assuming he or she is the type that likes to share, you might see a suggestion of a private jet or a swanky beach resort on Instagram—or hear one unassuming story about the sea turtles that swam under the paddleboard in St. Barthélemy.

Unfortunately for your water cooler conversations, no chief executive officer is ever going to spill the beans on his favorite private island, the extent of his security detail, or the lengths his assistant went to procure Coke Zero in Madagascar.



For that, we turned to Jaclyn Sienna India, president and founder of the decade-old travel consultancy Sienna Charles. Almost immediately after hanging a shingle on West Palm Beach's ritzy Worth Avenue in 2008, India got her lucky break: An unexpectedly productive, \$25 ad with the Explorer's Club turned out her first billionaire client, and word of mouth turned one into many.

Now India is a go-to for the finance world's jet set, regularly organizing trips for at least two dozen CEOs, along with other titans of industry and a handful of former U.S. presidents. Her clients range from Morgan Stanley higher ups and former top-level executives at American Express, to billionaires and real estate tycoons. Of the hundreds of trips she plans each year, 90 percent are for high-ranking finance types—some with budgets that climb into the millions. Chatting about restaurants, she says, is the best way to let these power brokers know she's playing on their level.

"People can be all over the map," she said, explaining that often clients are looking for a vibe or set of experiences rather than an exact destination. To help them wade through their options, she prefers face-to-face lunch meetings (typically at such power spots as Le Bernardin) over cursory phone calls. "A lot of agents can B.S. over the phone or have notes all prepared, but I could never do that. That's not how you build up trust with the world's wealthiest people," she told Bloomberg.

Here's what she had to say about her C-suite customers—the good, the bad, and the hyper-demanding.

A Private Jet Is a Business Expense

Private jets for execs and their families are almost always reimbursable corporate expenses. Why? Transportation is considered a matter of security, and most CEOs plan travel in tandem with work trips, taking their family with them to Dubai for a few days before jetting off to the Maldives.

"Safety" is a card more legitimately played by former presidents, says India, who has organized trips to Africa for George W. Bush and his 30 secret service agents. But CEOs are productive on planes—she joked that "if you can be offline for 10 hours, then you aren't really that important." (In the era of laptop bans, private planes are a good way to ensure that work gets done.)

Privacy also important. "CEOs like to stay under the radar and want to focus on their family rather than who they are," India said. Speaking of family time: They often travel with their pets, "just because they can."

Little else gets expensed. "CEOs can splurge big time on hotels, yachts, and experiences when they're saving a minimum of \$75,000 to transport a family of four," India observed, noting the rough cost of a private jet.

To read the rest of the article, click [here](#).

How Hollywood High-Net-Worth Families Do Vacations

Parents plan up to 10 years ahead for family travel with unique educational opportunities (that "also help with Ivy League applications"), including working alongside Michelin-starred Spanish chefs and closing down the Sistine Chapel or Louvre for a private tour.

BY KATHRYN ROMEYN FEBRUARY 6, 2017 6:15AM



ILLUSTRATION BY ZOHAR LAZAR

Jaclyn Sienna India, CEO of bespoke luxury travel service Sienna Charles, has seen a spike in the demand for long-term travel planning, industrywide and among her clients — powerful, self-made types with a net worth of \$30 million or more, including a number of producers, directors, major actors and actresses (who require nondisclosure agreements). “We plan with their children’s ages in mind,” explains India. “The families travel in the summer, at Thanksgiving, Christmas or Hanukkah and look at three-, four-, five- and up to 10-year plans, taking into account seasonality, safety and the education plan.” It helps that her clients already think this way, she says: “These are type-A personalities, so they have school calendars down pat for the next four years.”

That’s not the only reason timing is essential. “If you take a 3-year-old to Spain, it’s not going to stick with them,” says Steve Sims, founder of executive concierge service TheBluefish, whose clientele includes a number of “Hollywood faces,” studio execs and film financiers. “But at 8 or 9, they’ll notice the difference in culture and language and the different way you handle things.” When choosing a younger child’s first overseas trip, India considers the visceral pleasures of Italy as an ideal starting point. “A gondola ride in Venice, gladiator tour, pasta-making? They can understand culture from that perspective,” she says. As kids age, they can graduate to Japan and Israel, then, down the line, Southeast Asia and African safaris.

The popular notion that parents have “16 summers” with their kid before he or she leaves the nest doesn’t apply to travel, says Sims. In reality, he says, parents have six to eight summers between when a child becomes old enough for an immersive journey and when he or she becomes immersed in a device. Bigger families may even have a smaller window, says India: “If the kids are 10, 12 and 15, the family only has three years to see as much as they can” together before the eldest leaves for college.

One of her clients — a producer with multiple big-budget film-franchise credits who’s married with three boys, ages 3, 13 and 15 — wanted to “properly plan at least one big trip a year with the family to see different aspects of the world and the people around us.” The family has vacations booked to Scotland (this year), China and Hong Kong (2018), South Africa and Botswana (2019) and Patagonia and the Galapagos Islands (2020), with each trip designed, he says, to “build on the last and the kids’ education.” Curriculums often come into play, says India, who has sent a family with kids learning Roman history to Italy and another whose teenagers were studying Mandarin to China.

Some of Sims’ clients even have arranged eight-month world tours with their teens and a private teacher. One Emmy- and Oscar-winning screenwriter did this across Europe with his 11-, 12- and 18-year-olds. “With kids and the pace of life, it’s comforting to know I have certain experiences locked in and won’t miss or overlook them,” he says.

Albanese sees the wealthy elite placing a higher value on meaningful, highly personalized experiences than status destinations. India agrees: “Experience is the new luxury. Getting a perspective that a normal person can’t buy — that’s what they’re looking to spend their money on.” With Sims, such experiences might include working alongside Michelin-starred Spanish chefs in their gardens and kitchens; guided after-hours or closed-door tours at the Uffizi, Gucci Museum and Dante’s cathedral in Florence; or diving to the Titanic in a submersible, which he just booked for a father-daughter for 2018. Breakfast atop the Arc de Triomphe; hands-on panda encounters in Chengdu, China; embedding with a tribe in remote Ethiopia; and dining with the Hermes family in Paris are a few of the bespoke experiences India has arranged. Albanese’s itineraries include private visits to Maison Guerlain to make perfume and luxe three-week trips on the Trans-Siberian Railroad. He also has had the Sistine Chapel and Louvre closed down — in July — for private visits and secured an intimate dinner with three-Michelin-star chef Eric Ripert. Adds Sims: “People don’t care how much your watch is, they care about the two weeks spent in Salvatore Ferragamo’s Tuscan home, speaking with his family.” Five-star pampering can include a philanthropic component, such as an archaeological dig or school visit, says Sims, who notes, “It also helps with the kids’ Ivy League applications.”

Naturally, with this type of client, cost tends to be an afterthought. Concierge services typically charge retainers or annual membership fees that start at \$5,000, and clients spend anywhere from \$40,000 to a few million dollars on a single getaway. Adjoining rooms for a family of four or five easily can reach \$20,000 a night. And high-net-worth clients invariably fly private or first class as they are accustomed to doing, though they will sometimes have their children fly coach for the experience — depending, says India, on “what they want to show their kids as far as wealth.”

To read the rest of the article, click [here](#).

CULTURE > TRAVEL & FOOD

The Ultimate Guide to London's Luxury Hotels

The chicest places to sleep in England's capital city.

BY [CARRIE GOLDBERG](#) PUBLISHED: JUL 26, 2016

SAVE ARTICLE

The Lanesborough



Luxury trip planner, **Sienna Charles**, is obsessed with this traditional gem in the heart of London. According to these in-the-know agents, the classic hotel's new ownership under the high-end and incredibly impressive **Oetker Collection**, has "reinvigorated the classic hotel to its former glory." With luxurious, Regency-style furnishings, ornately decorated suites and old-world elegance, this hotel is holding on to its traditional roots. Case in point: The Garden Room and its super-masculine, incredibly chic cigar bar. But, modern touches in the form of a glass roof over its French-meets-English dining experience, **Céleste**, and an alternative salon dubbed **The Withdrawing Room** for meetings and cocktails have them rivaling London staples for superior service, food and décor. Another bonus, according to Sienna Charles, is the property's above-and-beyond concierge: "The concierges were the best we have ever encountered," raved Sienna Charles' founder, Jaclyn Sienna, after a recent stay. "They had genuine knowledge and standing with the hottest restaurants in town."

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Super Agent: Jaclyn Sienna India Sells Luxury To The Elite

by Daniel McCarthy / April 15, 2016

☐ Seeing traces of a leopard's tracks on safari
☒ Watching a polar bear make tracks in real time

Jaclyn Sienna India has come a long from getting fired on a nightly basis from a job hosting at Le Fin Bec, a five-star Philadelphia restaurant, a little over 10 years ago.

In between preparing for her first trip to Cuba and another to Spain and Portugal the week after, India recapped how she went from being a part-time hostess and art history student at the Tyler School of Art at Temple University to co-owner of one of the most successful luxury travel agencies in the country. Today the business she and her husband Freddy own, Sienna Charles, does between \$5 million and \$10 million in sales each year. She and her team of four have arranged travel for actors, NBA players, and a former president.

“I had one of those psychotic screaming bosses,” she said. “I used to get fired every night—I would leave out the front door and come back in the front door.”

She found her footing when she and her husband left Philly and moved to Florida, and she got a job at a traditional brick-and-mortar travel agency. Taking advantage of her experience at Le Fin Bec, she saw an opportunity.

“I never understood how travel agents were booking all kinds of luxury stuff when they had never been there,” she said. “They were being trusted by these wealthy clients and the service had been lost. The service at the restaurant was far greater.”

So India decided to sell only ultra-high-luxury vacations—and to do that successfully, she was going to have to experience that kind of travel for herself. She left that agency and started her own—and she began on the road.

Over the next four years, she and Freddy visited 50 countries, staying at high-end properties and eating at five-star restaurants. To get by, the two of them “literally did whatever it took to get the knowledge and feel good about ourselves,” she said. They AirBnB’ed their apartment and immersed themselves in the lifestyle of the rich and famous, seeing how luxury clients are treated, what magazines they read, what they’re looking for in a vacation.

“You have to know how they think, how they act, what they do,” she said. “You have to know their spending patterns so well.”

Then she started to look for potential clients, writing to the press to get the word out about her business and her travel experience. She got her first bite when a billionaire from Texas read an article about the places she had gone and hired her to arrange a trip. That one sale got her business started. Referrals started to roll in and the labor of love began to pay off. Other wealthy people—NBA player, actors—started to call.

On one trip where she and her husband brought President Bush, his wife, a number of their friends, and 30 secret service agents to Ethiopia to live with remote tribes.

The trip required charter jets and seven helicopters. “He loved it, he has such an affinity for the African people,” she said.

Today India sells only high-end luxury, which means no coach tickets, nothing to which the agency can’t add value, and nothing she hasn’t experienced firsthand and can’t recommend personally.

Her brand reflects that experience, as well. No matter what the clients get from the Sienna Charles—from pamphlets to the agency’s office—it is designed with luxury in mind.

“Everything we push out takes so much time and is beautiful,” she said. And that’s her advice to other agents: know what you’re selling, have a stake in your clients’ vacations, find out what works for you and dedicate yourself to it.

“It’s really easy to lose your identity,” she said. “Know who you are and stick to your guns.”

As for her position now, she recognizes that things have come full circle since her time at Le Fin Bec. “Now I’m the psychotic screaming boss,” she said.

How Should You Get To Your Luxury Hotel? The Whys and Why Nots Of Booking A Hotel Car

Doug Gollan Contributor @

I write about private aviation and the business of luxury travel

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Aug 26, 2015, 10:43am EDT

Jaclyn Sienna India, founder of luxury travel agency [Sienna Charles](#) says, “I do think its a myth that booking a hotel car enhances your status of special treatment, other than the fact the hotel is slightly more aware of you, because they begin servicing your reservation a few hours prior than if you were to arrive at the hotel using another method on your own.”

She adds, “What it does greatly is increase your chances of your room being ready immediately upon arrival. Hotels will be more aware of your arrival time, down to the second.”

At the same time, Sienna India, who specializes in leisure travel, views airport transfers from the perspective of the entire trip. She says, “An airport to hotel roundtrip transfer is part of a much larger itinerary for my clients, and we like to have them greeted with the type of car they will generally be using throughout the trip, as well as the tour company, and driver, if he is the same.”

Of her method, she notes, “It’s a great way for the driver to get familiarized with the client, alert the team immediately after drop off of his preferences, and for the client to ask all those questions to the driver about the (upcoming tour itinerary in the destination). It makes the next meeting much more seamless as they already started the process personalizing his trip for him without him even knowing.”

How to Get the Most Out of Your Spa Vacation

BY BROOKE LE POER TRENCH

March 5, 2015

So you want to get in shape—or just spend a few days living the zen life—through a spa vacation. Before you whip out your credit card and commit to the first beach-laden result you see on Google, make sure you've considered all your options. I talked to Jaclyn Sienna India, a New York City- and Palm Beach-based travel consultant and the owner and founder of Sienna Charles, a luxury travel agency, for tips on how to get the most out of a destination spa, without any regrets.

WATCH



Check the facts. "Plenty of resorts with the word 'spa' in their name are just hotels that offer massages and facials. A real destination spa has strict protocols and a focus, whether it's on fitness, weight loss, wellness, or all three. You spend time with experts, follow a program, and commit to days or even weeks."

Know your goal. "There are spas where you can either lounge by the pool or fill your day with exercise and treatments (like Canyon Ranch). Others are hard-core ashrams where phone use is discouraged, your calories are limited, and you hike for miles (like the Ranch at Live Oak in Malibu). If you want to relax, don't sign up for boot camp. And if you want to lose weight, you'll need a place with a strict regimen."

Go farther afield. "American spas tend to focus on exercise and weight loss but make room for pampering. Spas in Europe often put the emphasis on rest and treatments, sometimes with doctors on site (La Prairie in Switzerland analyzes your blood). Southeast Asian spas (like Chiva-Som in Thailand) are more about yoga and detoxing, with strict diets and cleansing components, such as colonics."

Make the call. "Before you book anything, call the spa director and find out what your days will entail. Are they programmed or left open? What will you eat? Will you have to wake up early? Do you need to prepare by getting in shape or giving up caffeine? If you're traveling solo, is the spa well suited to that? You don't want any surprises."

Try a short stay. "Some spas offer long-weekend sessions for people who can't get away for a full week. Even with a shorter stay, I've found you can jump-start a health kick."

Peak + Skift Present:

The Rise of Experiential Travel



Intense global demand for travel experiences that resonate on a deeper emotional level is driving travel brands to develop product that is more adventurous, more personalized, and more attuned to local culture, inspiring consumers toward a path of self discovery.

“Experiential travel can mean different things to different people, and it is 100% overused, but for me it’s about experiencing the core of the destination,” says Jaclyn Sienna India, owner of the Sienna Charles luxury travel agency.

“When I design trips for my clients, whether it’s Italy or South Sudan, that experiential element is always the common thread in everything I create.” India, who says her clients range from celebrities to billionaires, reports that wealthy vacationers have always been the pioneers of adventurous travel into emerging destinations. This flies in the face of the myth that adventure travel is primarily dominated by hearty youth willing to risk life and limb for heart-stopping thrills.

“The wealthy were going into Papua New Guinea and Bhutan and Mongolia before they started hitting The New York Times,” she says. “They thrive on that, like The Explorers Club. Many people don’t know that, but these people are the ones who have the money to pay for the right kind of tour guides to take you into a place safely, and they do get a kick out of that. They’re getting the most authentic experience and that’s the most important thing you can create as a travel advisor.”

India says tourism in Ethiopia and Uganda have been popular in recent years, which is causing some challenges. Due to their exposure with Western travelers, some of the tribes look and act much different than when she visited just a few years ago.

“A lot of white travelers gravitate to those tribes, and you can see how different those tribes are over the years,” says India. “They’ve started asking for money, they dress differently, they’re wearing New Balances now, they have drinking problems. I mean, everything is changing in some of those areas.”

To read the rest of the report, [click here](#).


Jaclyn Sienna India | Palm Beach Beauty

By **Site Staff** - November 21, 2014


A native New Yorker, Jaclyn Sienna India graduated from the Tyler School of Art at Temple University with a bachelor's in art history. After working for five years at the renowned French restaurant Le Bec-Fin in Philadelphia, where she developed her taste for luxury and service, Paris lured across the pond. After a few months of living there, Jaclyn realized her true calling was travel. And so she moved once again, this time to Palm Beach, where she has resided with her business partner and husband, Freddy, since 2006.


Rather than booking properties for clients that she hadn't been to herself, Jaclyn knew she wanted to bring more to the table. She and her husband set out into the world, seeking out the best of the best in destinations, hotels, restaurants and experiences. More than 70 countries later, her luxury travel agency, Sienna Charles—six years in the making—has thrived and continues to do so. It boasts two luxury travel storefronts—one in Palm Beach and one in New York, with more on the way—where Jaclyn meets with clients to fulfill their travel fantasies. Her business takes a fresh approach to travel, recommending only properties she's personally experienced and putting together customized, intricate itineraries for high-profile clients.

When not creating detailed dream vacations, Jaclyn volunteers regularly in Africa and enjoys cooking for family and friends when she is actually home.



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AGENT ISSUES

Sienna Charles: The luxury agents next door

By Kate Rice | Oct 29, 2014






When Jaclyn Sienna India and her husband and business partner, Freddy Charles Reinert, decided to target high-end clients for their luxury travel business, Sienna Charles, they didn't just market to them. They moved in with them. And not just in one city but two.

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Bucking the move-home and virtualization trend of retail travel, the couple opened two storefronts, and the possibility of a third hovers on the horizon.

India and Reinert operate out of offices in Palm Beach, Fla., and in Manhattan's Chelsea neighborhood, where apartments that range from \$3 million to \$70 million are shooting up like bamboo in the Hamptons. This is a neighborhood for the jet set, with buildings like Soori High Line, where 16 of 27 residences have their own private pools, and where "starchitect" Zaha Hadid is designing her first New York building.

"They want the best of the best," India said. "So it's perfect for us."



Their New York office is a palette of pristine whites, dove grays and soft pinks on walls, couch, coffee table and desk. Brightly colored Trey Speegle paintings hang on the walls, though they have a rotating display of art. It looks more like a gallery than a travel agency. Not one travel photo is on display at either office.

A key marketing tool is SC, their own glossy magazine about their travels. Coffee table quality, its contents consist of nothing but stories and photos about the trips they have made to more than 70 countries. The two saw how travel stories moved their clientele. Many would walk in with travel features from the Wall Street Journal and New York Times that had inspired them to take a trip.

"We knew how media could drive business," Reinert said. "So we thought maybe we should do something with our travels."

India added: "We're honest. If we don't like something, we say so."

But if they do like something, "we're blabbermouths," Reinert said.

Right now they're "blabbing about Patagonia," he said.

Neither India nor Reinert were born into the Town & Country crowd. She grew up in a middle-class family; he was the first in his family to attend college.

They met while working in Le Bec-Fin, a five-star restaurant in Philadelphia, which was the first encounter with luxury for either of them, and grew accustomed to '96 Bordeaux and dealing with high-end clients.

"We became obsessed with service," India recalled.

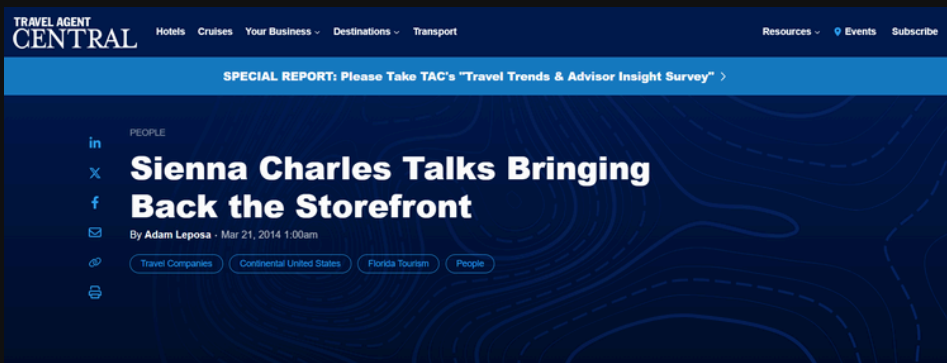
While attending the Tyler School of Art in Philadelphia, India would walk past a travel agency and think how cool it would be to write up airline tickets, sending people all over the world. Her first job out of college was with Vista Travel in Palm Beach, where she found it "amazing" to work in travel.

However, she wanted to be able to recommend destinations and hotels she had actually visited to discerning clients, a type she knew from her days at Le Bec-Fin.

"We knew how high-touch works," she said.

She started her own travel agency in 2008, the start of the global economic downturn. But rather than running scared and booking anything for anyone, she held out for the right clients.

To read the rest of the article, click [here](#).



Even in the age of the Internet, running a brick-and-mortar storefront can be a way for agencies to distinguish themselves in the eyes of their clients, said Jaclyn Sienna India and Freddy Charles Reinert, co-founders of luxury travel agency Sienna Charles in a recent visit to Travel Agent's New York offices.

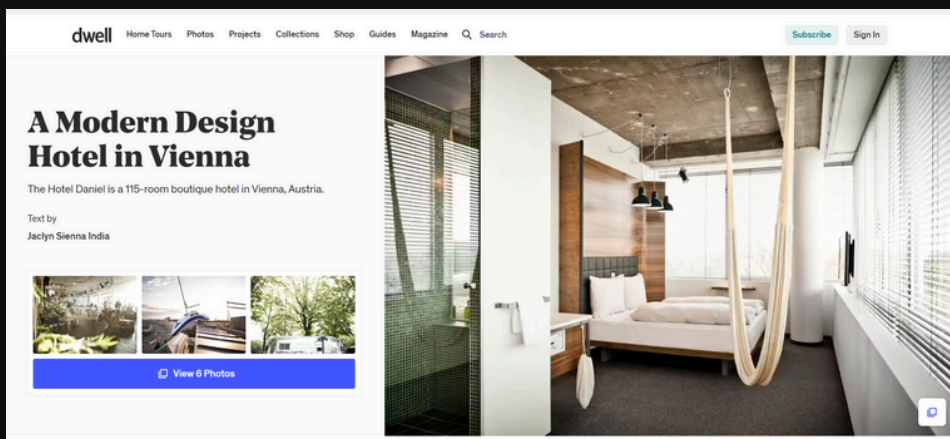
Founded in 2008 in New York City out of the founders' apartments, Sienna Charles opened a storefront in Palm Beach, Florida, last February. The location runs seasonally from December through May.

"We saw an untapped market in Palm Beach among the very wealthy clientele that flies back and forth to New York," said India. Operating the storefront seasonally allows the travel agents to follow these "snowbirds" to their summertime haunts and gives the founders time to travel in order to experience the destinations they sell firsthand.

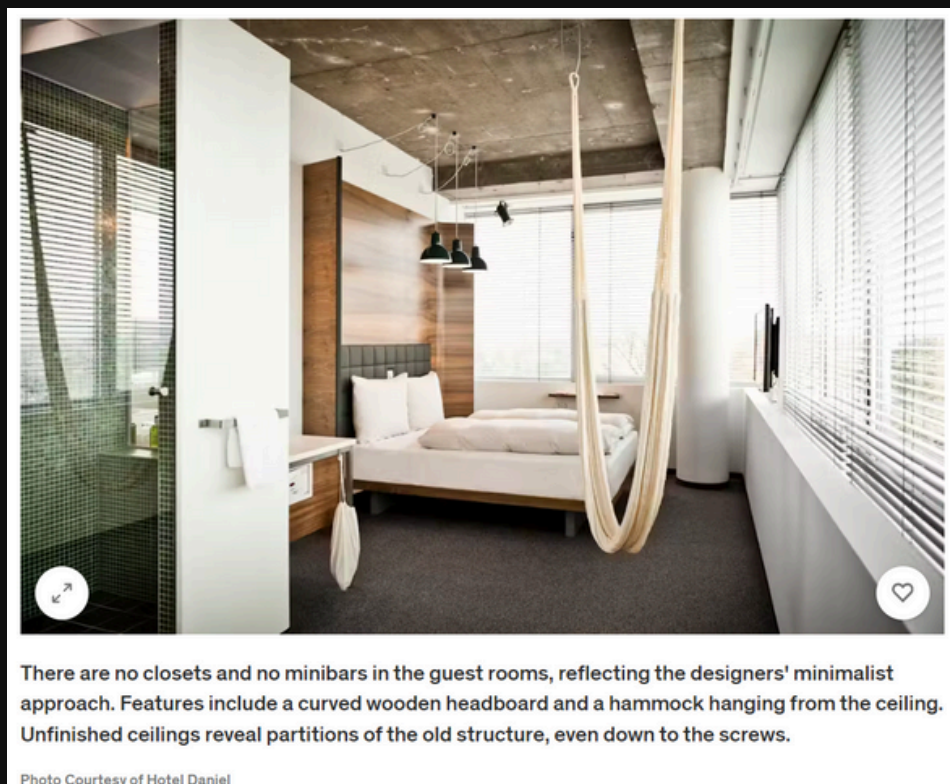
Having a storefront gives their agency a face and gives them validity, said Reinert. "With some agencies, a client could be talking to someone in New York, or even in their pajamas," Reinert said. "With a storefront you really have to know what you're talking about, because with someone right there in front of you, you can't just Google it or rely on a cheat sheet."

Having a storefront can also provide a feeling of physical security and welcome. "It's about showing the client that we can take care of you, like you're being invited into our home," said India. Sienna Charles spruces up a client visit with homey touches, like a glass of wine and, when the itinerary is finalized, a personalized coffee table book.

Reinert and India also make house calls to learn more about their clients. "A home visit can give that extra insight into who they are," said India. "You can see who loves Burgundy wine, or who is wearing Ferragamo shoes. You can't get that out of a questionnaire."



The Hotel Daniel is in a landmark 1962 building, originally designed by Georg Lippert and Roland Rohn, that has recently been renovated by architects [Christian Heiss](#), Michael Thomas, and Thomas Mayer. Keeping the building's original monolithic appearance intact required careful redesign to accommodate the required number of rooms. The end result is a high-design gem in the heart of Vienna, with views from almost every room. For more modern hotels and design-focused travel destinations, check out Dwell's [travel coverage](#).



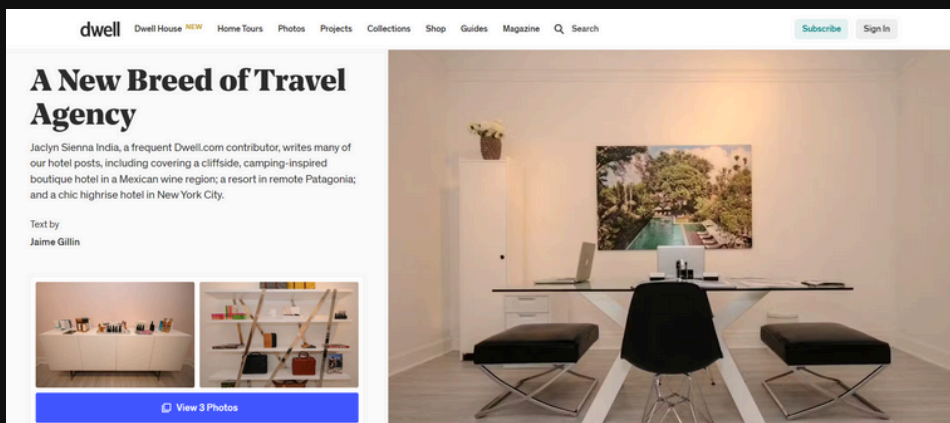
There are no closets and no minibars in the guest rooms, reflecting the designers' minimalist approach. Features include a curved wooden headboard and a hammock hanging from the ceiling. Unfinished ceilings reveal partitions of the old structure, even down to the screws.

Photo Courtesy of Hotel Daniel



The clean, simple aesthetic of the lobby includes Katakana chairs and design pieces from Donna Wilson. There is also an original Jugendstil couch, which has converted into a swing. You can sit at the tasteful bar and coffee shop, taking in the beautiful view through the preserved glass facade of the building.

To read the rest of the article, click [here](#).



But when she's not putting together slideshows for us, she works as a travel agent, having founded the luxury agency Sienna Charles with her husband, Freddy Charles Reinert, and posts reports from her travels on her website. She and Reinert recently opened a 300-square-foot storefront in Palm Beach, Florida, where they set up fantasy trips for their clients and sell some of their favorite travel accessories, including natural skincare that concentrates on hydration (all in FAA-approved carry-on sizes); guidebooks; Molami headphones made in Sweden; and luggage from Mismo and Want Les Essentials.

The all-white interior sets off the minimal, colorful wares on offer.

The Sienna Charles travel agency works out of their newly renovated 300-square-foot storefront on Palm Beach's Worth Avenue.

"It's the first ever storefront travel agency combined with a travel boutique," says India, who along with Reinert has traveled to 45 countries, scouting hotels and making connections with general managers, tour companies, car companies, restaurants, and airlines. "Clients can stop in, relax, talk about travel, look at pictures from our trips, and have a more personal experience rather than a faceless transaction."

Among the goods on offer are guidebooks, Molami headphones made in Sweden, and luggage from Mismo and Want Les Essentials.

For those who can't make it to Palm Beach in person, the pair offers phone consultations and sells their wares online. [Click here](#) for more travel stories on Dwell.com.



Show caption ▾

Island travel pros Sienna Charles promise access, personalized service

Robert Janjigian | Palm Beach Daily News

Before opening their Sienna Charles boutique travel agency, Jaclyn Sienna India and Freddy Charles Reinert traveled the world.

“We would never sell anyone a destination we had never been to,” said India, who has worked in the travel business since 2006.

Reinert, her husband and business partner, got involved last fall, after the couple decided to relocate from New York and base themselves year-round on the island.

“We love it here,” India said. “And we have several clients here already.”

India and Reinert have visited more than 40 countries and believe their expertise and focus is suited to the local demographic: affluent, sophisticated travelers looking for personalized service and informed advisers, clients who don’t have the time or the interest in surfing the web to plan their vacations.

“It’s much more about arranging a seamless journey,” India said. “We can offer clients special treatment, and we can save them time and money, with regard to the upgrades we can arrange.”

“We work with clients looking to spend a nice weekend in St. Barts or having a once-in-a-lifetime experience in an exotic locale,” Reinert said.

“There’s too much information online, which we wade through, developing a relationship with the client, coming to understand their preferences,” India said.

Their gallery-style office, in Via de Mario at 323 Worth Ave., is intentionally understated. No travel posters, no racks of brochures, no clutter.

Instead, they display bags, skin-care products, books and other items they believe will appeal to their clients. “All the merchandise on display isn’t available anywhere else in Palm Beach,” India said. “It’s all part of the luxury experience.”

Interior and product designer Larry Laslo, a Palm Beach resident, is a loyal customer, who has known India for 10 years and calls her “the most efficient person” he knows. “She always follows through,” he says.

“And she makes a point of getting to know the customer, how they like to travel.”

As a frequent traveler for both business and pleasure, Laslo likes that Sienna Charles “does all the legwork” and is aware of his preferences. “They also have great taste,” he said.

“And they provide access that I don’t necessarily have,” he said. “And their approach is always elegant and informed.”

Bookings through Sienna Charles cost from \$250 to \$1,000 a person.

The initial charges are determined by the length and complexity of an itinerary.

“They are definitely worth it,” Laslo said.

For information, call (888) 623-5543 or visit siennacharles.com.

USA

Family focus at Breakers

By Johanna Jainchill |   | Mar 20, 2013

 | A+ A-



TW photo by Johanna Jainchill

The grand hotel, opened in 1926, is famous for its opulent Italian Renaissance design, modeled after the Villa Medici in Rome and most dramatically displayed in soaring, 30-foot-tall public areas.

"Breakers is very family-oriented, especially with the new renovations and the [bungalows]," said Jaclyn Sienna India, president of Sienna Charles Travel in Palm Beach. "For affluent families, having that space to keep snacks and corral the kids in a small area, and the beach access, is great. You have everything you need in that area without going too far. ... The Breakers has that one-stop-shop thing going on."

The Hail-Mary-Moon



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Celine Loup

By Carrie Seim

July 31, 2013

It's a steamy summer day in the middle of vacation season, and the beach, whether on Martha's Vineyard, Cape Cod or Sanibel Island, is packed. Couples — some a few years past their honeymoon but still sporting its glow, others creased from decades of togetherness — frolic in the sand, splash in the surf, slather each other with suntan lotion and toast with freshly mixed margaritas.

Which of these pairs are secretly trying to save their marriage?

Couples deal with relationship woes in many ways — from denial to outright war, and every fraught emotion in between. But for some, egged on by couples' therapists and travel agents, the best way to address a rift in the marriage, and to see whether it can be healed, is to take a last-ditch vacation, maybe a beach getaway or a road trip à deux.

For the lucky ones, it works.

Just ask Tom Slook, 46, and Suzy Stauffer, 49, from Glen Mills, Pa., just outside of Philadelphia. In an 11th-hour effort to save their 20-year marriage, Mr. Slook booked a five-day cruise to Cozumel, Mexico, last December.

Sparks flew (the good kind). Shortly after returning to shore, they called off the divorce mediator. "We realized we wanted to come home together," he said.

For others, not so much.

The humorist Dan Greenburg insisted on taking his wife, Nora Ephron, on an African photo safari in 1972, even though she said they would probably split. When they returned home, she asked for a divorce.

"But I took you to Africa!" he said.

Yes, she said, it was a wonderful time. But she still wanted a divorce.

Harriet Lerner, a psychologist and author of "Marriage Rules: A Manual for the Married and the Coupled Up," said she has noticed an increase in patients taking such "save-cations" in the last few years. She links the rise of these trips to belt-tightening in the wake of the Great Recession.

"A divorce can be much worse economically than going away for a few days together," said Dr. Lerner, who is based in Lawrence, Kan.

With time ticking toward a breakup, troubled couples are planning one final, against-all-odds vacation in a desperate play to snatch romance from the jaws of divorce. Honeymoon? Babymoon? Call it a Hail-Mary-moon.

Jaclyn Sienna India, co-founder of the Sienna Charles Travel Agency, said that more than 10 of her upscale clients approached her in recent months to plan a Hail-Mary-moon, a notable increase for her boutique firm, which has offices in Manhattan and Palm Beach, Flo.

"If you can't get it together in the Maldives or Bali, then where can you?" she asked.

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press@siennacharles.com

www.siennacharles.com