

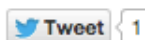
BARRON'S

PENTA DAILY

Insights and advice for families with assets of \$5 million or more.

June 19, 2015, 12:36 P.M. ET

Travel Agent Cazenove & Loyd's \$120K Holiday



By Robert Milburn

Sprawling families are often too busy and too dispersed across the map to figure out how to take a vacation together. Just the logistics — from arranging security to booking the connecting flights — is utterly overwhelming. But, of course, everything can be solved at a price.

Enter the London-based travel advisory [Cazenove & Loyd](#), which caters to the whims of wealthy clients around the world. About 25% of the firm's clients are American, and it recently launched a "model" seven-year travel plan for families with kids ages 8 to 19, all of which can be tailored to clients' demands, and includes jaunts to Sri Lankan temples and white-water rafting in Peru.

It all started in 2013, when Henrietta Loyd, founder of Cazenove & Loyd, was approached by an exacting German industrialist seeking a seven-year series of family vacations for his children, then ages 3 to 9.

The German billionaire "wanted us to devise educational trips that would take into account every year of his children's development [as they aged]," Loyd says.



Photo: Cazenove & Loyd

A family up close with the elephants on a Cazenove & Loyd trip to the Okavango Delta in Botswana.

For the first, 11-day trip, Loyd sent the German family to the Madikwe Game Reserve, a 50-minute flight from Johannesburg, South Africa. They stayed at [The Morukuru Family](#), a privately owned, malaria-free lodge on the reserve, tracking elephants and lions and tagging along with veterinarians as they reintroduced rhinos to the wild. (Cazenove & Loyd even supplied the industrialist with a high-powered signal booster on a global satellite cellphone, in case his company executives needed to reach him.)

The family returns to South Africa this October, during prime whale-watching season, where on an eight-day vacation they will tour Seal Island via a chartered boat and visit a penguin colony in Simon's Town. In four years, when the youngest child will be 8 years old, they will pitch tents in Oman's rugged mountains and deserts, before heading out on the Arabian Sea for sperm-whale and dolphin spotting.

Such vacations cost between \$10,000 and \$19,000 a head for a seven- to 10-day trip. A family of four might travel with as many as eight staff members, says Loyd, including a collection of guides, nannies for young children, and chefs. African safaris can easily cost \$2,000 to \$3,000 per person per day, because supplies must be airlifted to remote jungle or savanna locations and armed security is often needed, which is why a 10-day safari for a family of four can wind up costing as much as \$120,000.

The firm's fee is built in — it takes a cut of the preferred rates it has negotiated with hotels, private-jet brokers, and charter companies — but with such hefty prices comes service. "If a flight is canceled at 2 o'clock in the morning, we can help, or if you don't like your room and the hotel is full, we can call up the hotel manager, whom we've known for 25 years," Loyd says.

Last year, a Cazenove client from Connecticut traveled to Cuba with her banker husband, daughter, and friends. There were salsa-dancing lessons at haciendas, a drive in 1950s-era cars to Ernest Hemingway's modest home 10 miles east of Havana, and an evening with contemporary Cuban artists Esterio Segura and Maria Cienfuegos.

"We had dinner in these old, colonial home galleries, and the different artists talked about their works," she says. The educational aspect of the trip came when locals shared their chilling stories about their hardships.

After the dissolution of the Soviet Union in 1991, when aid stopped flowing to Cuba, food shortages caused widespread hunger, all exacerbated by erratic Communist policies. "Parts of the country were segmented for dairy farming, others for wheat," the client and her family learned.

Bringing to life for a younger generation the hardships that Cold War communism imposed on its citizens, is, for some families, well worth the price of admission to this rarified form of travel.