



THE TRAVEL BRIEF

A 15-minute blueprint to define the feeling, flow
and essentials of your next journey.

CLARITY NOW. HOURS SAVED LATER.

Take 15-20 minutes to clarify what truly matters.
Your answers will help me focus my research, avoid unsuitable options
and create the right experience for you.

A concise brief for time-poor business owners and professionals

Your travel starting point

Start with what you already know. These details quickly establish which possibilities could genuinely work for you.

This Travel Brief belongs to (full name):

1. Is there anywhere in particular you'd love to visit?

Share any destinations you have in mind - or write "I am open to recommendations."

2. When are you considering travelling?

Add any dates you have in mind and whether they are fixed or flexible.

3. How long would you like to be away?

An approximate number of nights is fine.

4. Which departure airport would suit you?

List more than one if that gives you greater flexibility.

5. Who will be travelling?

Include the number of adults and children, along with the ages of any children.

What must work for you?

These answers rule out unsuitable options early and keep the research focused on experiences that could genuinely suit you.

1. What matters most about the journey?

For example, direct flights, preferred times, luggage or shorter transfers.

2. What kind of accommodation would suit you?

Think about style, room arrangement, facilities, location or anything essential.

3. What pace would feel right?

Perhaps completely relaxed, a balance of rest and exploring, or a fuller itinerary.

IMPORTANT DETAILS

4. Are there any practical requirements?

Include mobility, accessibility, dietary needs or anything else we should consider.

5. Is there anything you absolutely don't want?

Think only about genuine deal-breakers - anything that would make the experience unsuitable for you.

What will make it memorable?

The practical details make an experience possible. These answers help make it personal, meaningful and worthy of your time.

1. What would you most like from your time away?

Perhaps you want to completely switch off, spend meaningful time together, celebrate something special, explore somewhere new - or something entirely different.

2. How would you love to feel when you return?

For example: relaxed, rested, reconnected, inspired, energised or renewed - or describe it in your own words.

3. What would make the experience feel truly special?

Perhaps exceptional service, more space, the perfect setting or thoughtful personal touches.

4. Is there anything you would particularly love to see, do or experience?

This could be a specific activity, place, event, local experience or something you have always wanted to do.

Your Travel Priorities

Looking back at your answers, choose the three things every recommendation must deliver. This is the test each possibility should pass.

For this experience to feel right, it must...

1

2

3

The one thing I won't compromise on is...

You now have a clear way to judge whether an experience is genuinely right for you - before investing in it.

BEFORE WE BEGIN

Are you ready to take the next step?

There are no right or wrong answers. These details help us understand whether now is the right time to begin planning your experience.

1. If we find the right experience, when would you be ready to secure it?

- I am ready to book once the right experience is found.
- I expect to be ready within the next three months.
- I am gathering ideas for a future experience.
- I am not sure yet.

Type your answer here:

2. Is everyone involved in making the final decision ready to proceed?

- Yes.
- Not yet.
- I am the sole decision-maker.

Type your answer here:

3. What level of investment have you allowed for this experience?

An approximate range is enough. This helps us establish whether your expectations and the available possibilities are likely to align.

£

to

£

WHY WE ASK

This protects your time as well as ours. Research begins only after we have confirmed that the timing, expectations and intended investment are aligned.

WHEN YOUR TIME MATTERS

Let us carry the detail

You now have a clearer understanding of what your time away needs to deliver. The next step is turning that clarity into an experience that works for you.

At Bartlett's Travel Ltd, we take the time to understand the people behind the booking. We research and refine the possibilities, consider how every element works together and provide personal support before, during and after you travel.

The result is not simply somewhere to go. It is time away that feels personal, considered and worthy of your investment.

WHAT HAPPENS NEXT?

- 1. Save your completed Travel Brief.**
- 2. Email it to: hello@bartlettstravel.co.uk**
- 3. I will personally review what you have shared.**

THE TRAVEL CLARITY SESSION

I will get back to you to discuss whether a Travel Clarity Session would be the best next step. If we decide it would be helpful, this focused conversation will allow us to explore what matters in more detail, identify the decisions that need particular care and consider whether our personal travel-planning service is right for you.

LESS STRESS. MORE MEMORIES.

WE LISTEN BEFORE WE RECOMMEND.