

**Thomas Cahalan, founder of [Dorsia Travel](#)**

"We understand that spending 100K or more on a holiday is an incredible amount for so many people, but it's a normal occurrence for Dorsia Travel clients. They're often worth tens or hundreds of millions, or even billions, and they view the figure differently; in fact, they might go on multiple 100K holidays a year.

"I'm currently helping a client plan a safari that will cost US\$600,000. And generally the minimum cost of a holiday booked through Dorsia works out at US\$5,000 per night per couple. Our clients never stay in a hotel's entry-level room and often take the best signature suite. If you're taking the kids away for a week and throw in a private jet flight, prices soon add up.

"That's not to say they're not price-conscious, though, and they understand and demand value. This might sound a bit counterintuitive but sometimes that means our clients will spend more to ensure a better experience. Hotel rates around Europe have exploded this year, and in Italy this summer it was really easy to spend well over €1,000 a night on the most basic room (often around 30 sqm) at somewhere disappointing and tired like [Hotel Il Pellicano](#), which is completely past its prime even if it used to be prestigious.

"When clients of ours wanted to take their family to Belmond's [Hotel Caruso](#) in Amalfi, the cost for a pretty basic experience came to about €70,000 for a week. So instead we advised them to book a private property we work with for about €120,000. It's more, of course, but they had their own dedicated staff, chefs, total privacy, and exclusive-use facilities, including a private vineyard and spa in a medieval setting. They had an incredible experience and felt it was well worth the extra. That's a trend we've noticed more generally: ultra-high net-worth travellers increasingly seeking out private homes over hotels.

"We're safari specialists and it's normal for clients to book out private lodges so they can do on-demand game drives and share these magical moments just with their families. I'm a big fan of [Arijiju](#) in Kenya, which is one of the most spectacular private homes in Africa. It features a rooftop stargazing suite, deep copper bathtubs and a cantilevered infinity pool that's a prime spot for elephant-watching. A night here might start at US\$13,000 for a family of six, but our clients would say the serenity and that time with their nearest and dearest is priceless.

"We've also noticed our clients who go on safari tend to tip heavily too, which can add significantly to their holiday expenditure, and they're often inspired to make sizeable donations to local conservation projects after being moved by what they've seen and experienced. We think of it as a kind of 'spontaneous philanthropy'.

"Dorsia Travel also specialises in luxury resorts in the Indian Ocean (particularly the Maldives and Seychelles) and the Caribbean. Many properties here are designed to cater exclusively to the ultra-wealthy, so every possible convenience is on offer but of course you'll need to pay for it. Many of our Maldives clients will fly to the international airport by private jet and then request VIP services at immigration so they don't queue before boarding their private seaplane transfers and they can connect immediately to their resort.

"When it comes to luxury resorts in the Maldives, [Velaa Private Island](#) and [Cheval Blanc Randheli](#) are the big draws for big spenders. The former has the Maldives' only snow room - for seaside cryotherapy; the latter has a Guerlain spa and its best villa occupies its own private island. It's essentially its own resort, with a private wellness space, meditation pavilions and 25-metre pool. Our clients fall completely in love with places like this; we have one family who spend two months a year in the Maldives.

"Another consideration is that these clients also like to invest in special experiences. We deal with all types of unique demands: clients might want private shopping sprees at local Dior or Chanel boutiques, which can be arranged if they commit to a not-insignificant minimum spend. Others might book out beaches for private use. Or they might want last-minute tickets to a sports event like Wimbledon or to book a Christmas getaway in the Caribbean on December 22, as happened recently.

"And then there are the signature suites. They're value conscious as I said, but sometimes our clients do still like to splash out on the priciest room in the house. [Claridge's](#) new penthouse is set to cost £100,000 a night, so there's your 100K holiday right there - before they've even ordered room service. At least breakfast is free. It takes up the landmark's entire top floor and features its own rooftop grand piano in a glass pavilion; green-onyx fireplaces; a private pool, the works. You'll pay over €25,000 a night to stay in the Karl Lagerfeld-designed suite at Rosewood's [Hotel de Crillon](#) in Paris. It's just endlessly lavish, with amazing views of the city, and a Carrara marble bathtub that, at two tons, was so heavy they needed to reinforce the floor to support it."