

travel

Published April 23, 2011 • "Travel makes you restless, you see, until a big glass jar (staple to the world)" — Jessica Henson (L11) 20

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Come away with us

These are the rising stars who will transform your holidays. **Tom Chesshyre** tracks down the young entrepreneurs who have turned their travel passions into successful businesses **5-6**

These are the rising stars who will transform your holidays. It's a big step to give up the day job. Tom Chesshyre tracks down the young entrepreneurs who have turned their travel passions into successful businesses.

"WOULD you put everything on the line, throw away a successful career and follow a travel dream? Well, these people have . . . and they've succeeded. Each of these bright new travel companies has been set up by people who have decided to let their passion for travel run free — potentially at the expense of all else.

From a love of a place (be it Sicily, Mongolia or Uzbekistan), to an enjoyment of an activity (swimming, "energy healing", spa-treatments), to the plain excitement of sending people to an interesting new hotel or place to visit on a short break, it's their passion for what they're doing that shines through — and makes them special.

It comes across in their websites, brochures, itineraries, and when you talk to them. There's an enthusiasm and dynamism; you feel that you are dealing with people who really want you to have a fantastic experience. The youngest is 29, the oldest 44. They all know their subjects back to front. They all love what they're doing. So why book with a dull mass market company when you can go with with one of the bright new kids on the block?.....

PANORAMIC JOURNEYS - KARINA LAWSON, 29, and James Moreton, 31, were working in documentaries when they first met. They enjoyed the work, but were "sick of the rat race", they agreed.

So they went to Mongolia for three months (in 2001). Having already fallen in love with each other, they proceeded to fall in love with Mongolia's beautiful, wide-open landscapes - and the people who live in them.

"Just being there widens your horizons about the world we live in. Nomadic lifestyles are so much more spiritual than our materialistic lives," said Karina who studied anthropology at University College London.

They went back again for six months, to research the possibility of setting up a travel business - and Panoramic Journeys was born. "Mongolia could be ruined if it gets the wrong sort of tourism," said Karina. "What it really needs is small scale tourism, which we can offer."