

## Insight Vacations Reveals Its Top 10 Experiences for 2019

~ *Magical and transformational experiences around the world tap into top trends for 2019* ~



Guests viewing the Book of Kells with a university insider at Trinity College, Dublin during the [Focus on Ireland](#) journey

**NEW YORK, Jan. 4, 2019** – As the Experience Economy shifts to the Transformational Economy, travelers are increasingly seeking more authentic, meaningful experiences. At [Insight Vacations](#), the worldwide leader in premium escorted journeys, we know that guests see their journey as an opportunity to learn and grow, which is why we seek to show guests the *insights*, not just the sights, when they travel on our remarkable itineraries.

From **behind-the-scenes foodie experiences**, to visiting **sustainable tourism projects**, to meetings with **local historians and writers**, our trips offer not only incredible cultural immersion, but also result in long-lasting and meaningful transformation.

“Insight Vacations has observed the development of the Experience Economy trend in recent years and now we see the emergence of the Transformational Economy, so we’ve adapted our business strategies accordingly with our enhanced and immersive **Insight Experiences**,” said **Ulla Hefel Böhler, CEO of Insight Vacations**. “We’ve always offered guests the most exceptional and magical experiences, though for 2019, we’ve enhanced many of our experiences and created life-changing opportunities on our journeys for guests to undergo an actual sense of transformation. Whether this means connecting guests with local characters who really bring a destination to life, or taking them to areas where they can see what sustainable development looks like, we proudly provide the value these experiences deserve.”

Here are **four travel trends** that Insight has identified for 2019, along with 10 magical and transformational Insight Experiences that correspond with these trends:

**Trend: Understanding a destination through food**

1. New for 2019, on the [Elegance of Great Britain](#) journey, the Willoughby family welcomes guests to their historic estate, Birdsall House, for a **Dine-at-Home evening full of Yorkshire hospitality**. Beginning with a glass of sparkling wine and canapés, guests admire the beautiful collection of art and furniture in the home, after which dinner is served with tender chicken breast stuffed with mushrooms and madeira sauce, local vegetables and new potatoes, followed up by apple and frangipane tart with crème fraîche and a traditional cheese plater with biscuits and grapes.
2. Guests can savor **Farm-to-Table delights paired with local wines in Bordeaux**, another new experience for the 2019 season, on the [Mediterranean Journey](#) and [European Grandeur](#). Local specialties include fish rillettes flavored with cooked lemons and ginger and a herb vinaigrette, mille-feuille of fine pastry interwoven with tomatoes, fresh 'brousse' (typical Provençal soft cheese) and fresh basil leaves or chef's home-made terrine with pickles and seasonal salad – just an example of the delicious starters served in authentic style.
3. On the magical [Grand Italy & Sicily](#) journey, guests join an expert vintner and taste some of Puglia's most robust and structured red wines. They also watch chef Alessandro's **nonna demonstrate how to roll orecchiette pasta by hand**, followed by a **private, sit-down Dine-At-Home meal** with antipasto, Pugliese style roast chicken with zucchini poverella, and more.
4. Our [Israel Discovery](#) journey offers travelers the opportunity to learn about the hospitality, culture and history of Israel on a journey that also visits the Dead Sea. The journey now has a **new Dine-at-Home lunch experience** with a seasonal menu at a **local Druze Village**, where guests meet and dine with local villagers and learn about their culture.

#### **Trend: Uncovering history through travel**

5. Explore the magnificent Barberini gardens of **Castel Gandolfo**, the Pope's summer palace near Rome which was off-limits to visitors until recently, on the [Easy Pace Italy](#) itinerary – a **new Insight Experience offered this year**.
6. Commemorate the 75<sup>th</sup> anniversary of the World War II Normandy landings by securing a spot on the [Normandy, Brittany & the Loire Valley](#) itinerary. **Hear stories of the D-Day landings from a Local Expert**, visit the American Military Cemetery near Omaha Beach, explore the D-Day Museum, and see the bunkers at Pointe de Hoc.
7. On the [Focus on Ireland](#) journey, meet a **university insider at Trinity College** for a guided exploration followed by priority entry to the iconic library to **view the Book of Kells**.
8. To truly discover the pyramids of Giza, travellers can travel on the Wonders of Egypt journey with a certified Egyptologist and hear about Sphinx Secrets.

#### **Trend: Sustainable and responsible travel**

9. Also **new for 2019**, on the [Jordan Experience with Dead Sea Option](#), guests explore the ruins of Petra, go glamping in the desert, and meet a community of female entrepreneurs at the Iraq Al-Amir Women's Cooperative who are supported by Insight Cares and [The TreadRight Foundation](#). Guests can [experience](#) and contribute to the cooperative, which is managed and run by local women and has provided training projects for more than 150 local women in a variety of handicrafts, and tackles the issue of unemployment in Jordan for women.

#### **Trend: Celebration travel**

10. Insight takes guests on a special [journey to celebrate Oktoberfest](#) in Munich that includes **VIP seating in the renowned Ochsenbraterei Tent**. Guests can enjoy the festive atmosphere of this once-in-a-lifetime event with a three-course dinner, cold Bavarian Beer, and a dedicated host.

**Guests can save 10% with Insight's Early Payment Discount on the featured 2019 European journeys by booking and paying in full by January 31, 2019.\***

**[CONSUMER]: For reservations, contact your favorite travel agent, call Insight Vacations at 1-888-680-1241, or visit [insightvacations.com](http://insightvacations.com).**

**[TRADE]: For more information, contact your District Sales Manager or call Insight Vacations at 1-800-582-8380.**

**Join in the conversation on social media on Facebook, Twitter and Instagram using the hashtag *#InsightMoments*.**

*\* **Terms and Conditions:** Save 10%, book and pay in full by January 31, 2019. Valid on new bookings only and applies only to trips featured in the 2019 Europe Brochure. Not applicable to trips that include cruise components, Last Minute Deals, Special Interest or Expert Hosted Itineraries. A \$200 deposit is required within three days of booking and full payment is due by the Early Payment Discount date or 45 days before departure, whichever is sooner. This offer is based on availability, does not apply to all journeys/ departures, and may be withdrawn at any time and without notice. Further restrictions apply. Contact your Travel Agent or Insight Vacations for details.*

### **About Insight Vacations**

As a global leader in premium guided vacations, Insight Vacations has been crafting magical journeys that embody the "Art of Traveling in Style" for 40 years. Through meticulous planning, detailed preparation and boundless passion, Insight's collection of award-winning itineraries showcase the most outstanding destinations and curated experiences in Europe and North America. Guided by a highly-skilled Travel Director, guests can look forward to traveling in smaller groups, savouring authentic dining and enjoying a range of immersive Insight Experiences. To find out more, visit [insightvacations.com](http://insightvacations.com).

### **About The TreadRight Foundation**

Created as a joint initiative between The Travel Corporation's (TTC) family of brands, The TreadRight Foundation is a not-for-profit working to help safeguard the planet, wildlife & people for generations to come. To date, TreadRight has supported over 50 sustainable tourism projects worldwide. The Foundation's guiding principle is to encourage sustainable tourism through conservation, leadership and support for communities. The Foundation's priorities are set by the Steering Committee. Past project partners include WWF, Conservation International, WildAid, The Travel Foundation and The National Trust in the UK. Current initiatives include supporting various women's social enterprises, the recently announced Wildlife Conservation Society's Big Cat fund, WE.org and working with inspiring nature advocates like Céline Cousteau, Costas Christ and Terri Irwin. To learn more about our past and current work at TreadRight, please visit us at [treadright.org](http://treadright.org) and follow us on Facebook, Instagram, and Twitter using our hashtag #MakeTravelMatter.

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