

trips with luggage carried from hotel to hotel, setting new standards for quality, mid-priced European breaks. The Hearn's sold the company last year and now run Village Ways, offering walking holidays in the Indian foothills. 01653 617949, [www.intravel.co.uk](http://www.intravel.co.uk); [www.villageways.com](http://www.villageways.com)

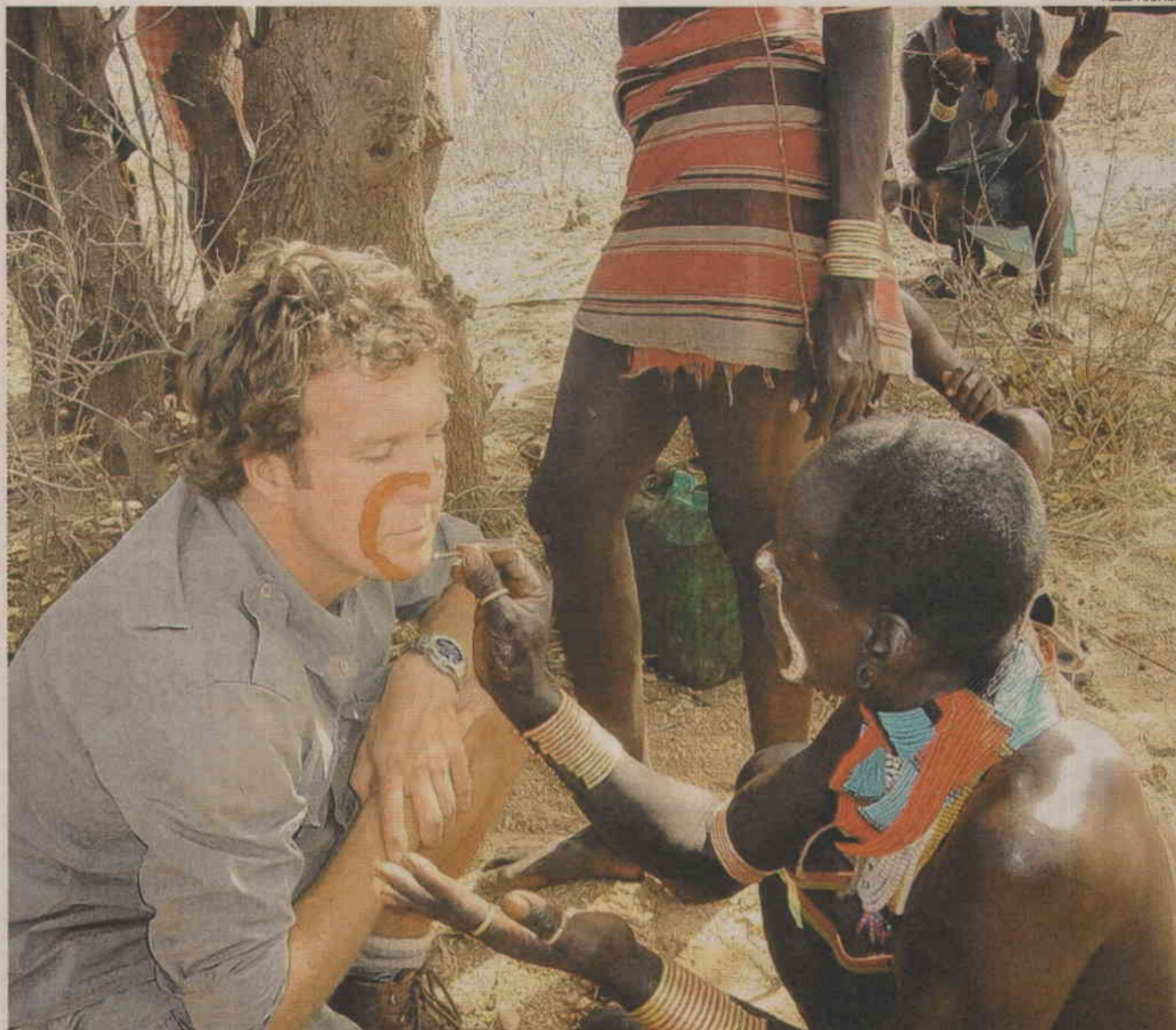
**25. WILL JONES**  
Jones, 34, set up Journeys by Design in 1999 to offer small, upscale safaris using staff born and raised in Africa. Trips have a strong ethical dimension, supporting local businesses. 01273 623790, [www.journeysbydesign.co.uk](http://www.journeysbydesign.co.uk)

**26. NICK LAING**  
Formerly a farmer and soldier, Laing, 54, drove a Range Rover to Singapore in 1975 and has been travelling ever since. He formed Steppes Travel in 1989 to offer adventurous trips to Russia and Central Asia; and now operates worldwide, except Europe. Boasts knowledgeable staff and close involvement with local communities. 01285 880980, [www.steppestravel.co.uk](http://www.steppestravel.co.uk)

**27. CHRIS McINTYRE**  
The 40-year-old MD of the safari specialist Expert Africa is hugely knowledgeable about southern Africa, especially Zambia, Namibia, Botswana and Zanzibar, about which he has written guidebooks. 020-8232 9777, [www.expertafrica.com](http://www.expertafrica.com)

**28. SIMON MURIE**  
In 2003 the open-water enthusiast Murie, 35, founded Swimtrek, which offers trips to places such as Greece and the Isles of Scilly, where you swim from island to island. 020-8696 6220, [www.swimtrek.com](http://www.swimtrek.com)

**29. ROBIN POPE**  
Zambian-born Pope, 53, leads walking safaris in South



Paint job: Will Jones, of Journeys by Design, prepares for a bull-jumping ceremony in Omo Valley, southern Ethiopia

Luangwa, Zambia, where he is reckoned one of Africa's most gifted guides. With his wife Jo he runs one of the continent's most assured camping operations, plus a support programme for schools. 00 260 6 246090, [www.robinpopesafaris.net](http://www.robinpopesafaris.net)

**30-31. LAILA RAM AND NIKKI TINTO**  
The hotel-booking website I-Escape.com was launched in October 2001 after its founders Ram, 42, and Tinto,

41, were overwhelmed by "the huge quantity, and poor quality, of information online". It now offers detailed reviews of more than 500 personally inspected hotels worldwide. [www.i-escape.com](http://www.i-escape.com)

**32. MARTIN RANDALL**  
Since 1988 Randall, 52, has run art and music tours to Europe (especially Italy) and the Middle East. His tours set standards (small groups, top lecturers, comfortable pace, quality hotels and restaurants)

that others imitate. Also organises well-regarded music festivals in Europe. 020-8742 3355, [www.martinrandall.com](http://www.martinrandall.com)

**33. GRAHAM SIMPSON**  
In 1978 Simpson, now 60, founded Simply Travel, which brought new service standards (such as using well-paid, older reps) to the traditional Med holiday. He sold it to package giant Thomson in 1999, and in 2003 launched the upmarket operator Simpson Travel.

0845 8116500, [www.simpsontravel.com](http://www.simpsontravel.com)

**34. NEIL TAYLOR**  
Mandarin-speaking Taylor, 58, set up Regent Holidays in 1975 to lead tours to Eastern Europe and the USSR. It continues to offer expert tours to a wide variety of communist or former communist states, including China, Cuba, North Korea, the Baltic states and Albania. 0870 4990911, [www.regent-holidays.co.uk](http://www.regent-holidays.co.uk)

## Shaping our view of the world

**35. HILARY BRADT**  
Bradt, 65, founded Bradt Guides in the 1970s with volumes on South American destinations. The series specialises in countries recovering from civil war or political upheaval — where visitors' money can make a real difference. [www.bradtguides.com](http://www.bradtguides.com)

**36. LYN HUGHES**  
Editor-in-chief of the travel magazine *Wanderlust*, which she founded in 1993 with her late husband Paul Morrison. Through the magazine and its website, Hughes, 46, has created a community of travellers who love to explore remote corners of the world — regardless of what's "hip". 01753 620426, [www.wanderlust.co.uk](http://www.wanderlust.co.uk)

**37. ALASTAIR SAWDAY**  
The guidebook publisher, 61, has for the past 13 years written about environmentally friendly places to stay — and finally, we're catching on. His *Special Places to Stay* series has 18 titles, mostly covering the UK and Europe. 01275 395430, [www.sawdays.co.uk](http://www.sawdays.co.uk)

**38. TONY WHEELER**  
Co-founder of the Lonely Planet guidebooks with his wife, Maureen, Wheeler, 59, still contributes to new editions and oversees a 600-plus-title empire. [www.lonelyplanet.com](http://www.lonelyplanet.com)

**39. HERBERT YPMA**  
The Dutch writer and photographer behind the Hip Hotels series has done more than almost anyone to hunt out the most stylish and well-run hotels worldwide. Coverage in his books can transform a hotel's fortunes. Ypma, 45, will soon publish guides to New York and UK hotels. [www.hiphotels.com](http://www.hiphotels.com)  
**Continued page 16**



# Me-time to Moguls...

The most inclusive luxury experience

... Whether you choose to be tranquil or active during your Club Med ski holiday, you can tailor make your own luxury experience.

At all of our 22 beautiful sites throughout the Alps, from Chamonix to Cervinia, we take care of everything, including ski passes and tuition... so you can totally relax. From the moment you arrive, you'll feel rejuvenated and stress free. Skiers with families can make the most of our excellent facilities for babies through to teenagers, and first class Ski School. Leaving you to enjoy some me time on and off the piste or at one of our many spas. Our choice of accommodation to suit all tastes, and attentive service will ensure your ski holiday is just how you imagined it.

For inspiration please visit [www.clubmed.co.uk](http://www.clubmed.co.uk) call 08453 67 67 67, or see your local travel agent.



**Club Med**  
ENJOY THE NEW WAYS TO ENJOY YOUR PEOPLE