

## DREAM

to be internationally acclaimed  
as the leader for personalized  
luxury travel experiences  
across Canada and Alaska.

FOCUS  
touch  
the guest

SPIRIT  
travel  
& soul

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## BELIEFS

We never give guests what they ask for,  
we give them what they never dreamed possible.

We share and finesse unique, safe and luxurious experiences  
that create memories, stories and legends.

Our success depends upon discovering, selecting and working closely  
with the most exciting collection of travel partners.

We create a meaningful connection between our guests, our partners,  
the local people and the land.

We are unique individuals, curating unique experiences, for unique guests.

Our premium high-touch service justifies a premium.

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## CHARACTER

imaginative innovative passionate  
discerning thoughtful meticulous  
knowledgeable authentic

**in style**