

# EQUINOX CHARTER ANNOUNCED ROUGH GUIDES COLLABORATION

News / Business aviation



**Equinox Charter announced collaboration with global travel authority, Rough Guides. Renowned for their straight-talking and user-friendly travel insights, Rough Guides will now offer bespoke travel companions for passengers booking chartered flights through Equinox. This collaboration is an industry-first, establishing Equinox Charter as the only charter organisation to offer specialised local insights as part of passengers' flight briefs.**

Elliot Bottomley, Managing Director of Equinox Charter stated: "The collaboration with Rough Guides to create customised touring companions demonstrates Equinox Charter's commitment to adding value to charter. The company remains dedicated to setting the highest standards in safety and personalised service in the charter industry."

Giovanni Manzella, Equinox Charter Operations Manager, commented: “We’re delighted to work with the Rough Guides team on this unique and highly useful proposition. We pride ourselves on delivering added value and a service that goes above and beyond, so being able to offer personalised Rough Guides to make our clients’ trips easier and more enjoyable is something we’re all pleased to be involved in.”

Rachel Lawrence, senior editor at Rough Guides said: “Rough Guides are really excited about working with Equinox Charter on the creation of bespoke travel guides for their clients. Each guide features inspiring content in an easy-to-digest format, tailored to the individual needs and interests of Equinox clientele, so they can make the most of their visit - however long - and experience each destination in their own way.”

Travellers will receive a personalised Rough Guide alongside their itinerary ahead of the trip. This can come in both printed form to peruse in flight, and a handy digital version for quick reference on the go – saving time on local research and unveiling hidden gems from local experts at each destination. The guides are meticulously researched and packed with practical recommendations and insider tips for making the most of each destination. They will feature a range of curated suggestions such as local eateries, hidden music venues, fun activities, spas, secret vantage points, iconic landmarks and cultural experiences available nearby.

Prepared for each trip, the guides are tailor-made for passengers’ preferences, pre-existing commitments and precise destination, ensuring recommendations are interesting, location-specific and practical, delivering essential information at each destination without the overwhelm of a larger guide.

Equinox Charter are trusted travel partners in private business and leisure travel for corporate clients and individuals. They’re also highly experienced in organising charters for specialist entertainment, music, film, TV and sports teams. The custom guides can also include specific information pertaining to the reason for the charter, which may include services such as instrument repair facilities, dry cleaners and sports therapists.

The Rough Guides service is a new addition to a suite of extra benefits Equinox Charter is proud to offer its clients. These include Equinox’s generous reward programme ‘Beyond,’ the company’s innovative Sustainability Initiatives, and the assurance that comes from having ARGUS certification, the highest, most widely respected mark globally for safety and service in aviation charter.



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