



## Some Like it HOT: Make the best of your summer holiday

Travel Tips from Raphael Bejar, CEO of Genius365  
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With apologies to Tennyson, now that spring is upon us, young men's (and women's!) fancies are lightly turning to thoughts of summer travel. Sun, sand, beach, and cocktails... perhaps not in that order. While your destination and travel companions are, of course, the key components of any holiday, there are plenty of ways to make your travel experience smoother, richer, and generally more enjoyable this year.

### **Deal with Humans, for a Change**

The temptation is there, in this technological age, to reduce travel to a series of interactions with inanimate objects (yes, put your iPhone down for a moment please). But there's something to be said for the sheer problem-solving ability of a real flesh-and-blood person. Look for new travel services that can provide person-to-person interaction, such as travel concierge services, and see how individualized attention can smooth the potential rough edges of your trip. Speaking with someone when you have an emergency while abroad can be a lot more helpful than doing a Google search - and a translator to boot!

### **Or Don't**

Conversely, there are many intuitive travel assistance websites and apps available that can help you customize your trip on your own. Destination-based apps, airline-supplied web portals with comprehensive service offerings, and third-party planners can all expand your horizons, and provide the ability to adjust to changes and interruptions on-the-go.

### **Get Your Group On**

Just as private sales were last year's best path to bargains, group buying discounts are very much 2011. Groupon, LivingSocial and others have destination offers so you can get you a great deal on products and services that can also make your trip more enjoyable.

### **Guard Against Eventualities**

This is an old tip, but one that never goes out of fashion: *get travel insurance*. Really. Not everything that can go wrong will go wrong, but with insurance, you'll feel secure in knowing that you're protected if it does. There are several innovative products like weather protection insurance like Meteobonus that will compensate you if the weather doesn't behave! And don't worry, you're on holiday - so you don't have to either.

Bon Voyage!

Raphael Bejar is the CEO of Genius365.com, a new personal concierge service created to help travellers make the best of their trip. Available around the clock in any time zone, language and country, Genius365.com takes care of restaurant bookings, medical emergencies, local language services and all the little things you need to keep your trip running smoothly. Visit [www.genius365.com](http://www.genius365.com) to learn more.

