NAYLOR & CO. | PRIVATE TRAVEL DESIGN

Press fact sheet

Prepared by Jessica Naylor | 23 October 2026

The practice

Naylor & Co. is a one-person travel design practice in London, founded by Jess Naylor and launched in August 2026. Most of its clients live in the United States.

- **How clients book:** Jess is an independent adviser and a member of the Global Travel Collection UK Group. Bookings are made through Colletts Travel Limited, the licence holder.
- **Fees:** none, for planning or for hotel bookings.
- **How it works:** five conversations (Introduction, Brief, Design, Departure, Reflection), and two or three options for each decision that matters, each with a reason and the one Jess would choose.
- **Journeys:** The Expedition, The Generations, The Milestone, The Sabbatical, The Sanctuary and The Voyage.
- **Affiliation:** Virtuoso, through Global Travel Collection and Colletts Travel.

Credentials

TTG Touring & Adventure Agent of the Year 2021 · About eight years in private travel · Private Client Manager

Bios

Short: Jess Naylor is founder of Naylor & Co., a London travel design practice. TTG Touring & Adventure Agent of the Year 2021; about eight years in private travel.

Long: Jess Naylor is founder of Naylor & Co., a London travel design practice whose clients are mostly American. She was named TTG Touring & Adventure Agent of the Year in 2021 and has spent about eight years in private travel, most recently as a Private Client Manager. She started Naylor & Co. in 2026 because, in her words, "small and excellent can matter more than large and adequate".

How to credit a quote: Jess Naylor, founder of Naylor & Co.

Point of view

1. The first day decides the trip.
2. The room matters more than the hotel.
3. Generous budgets fail on density.
4. Be wary of anyone promising upgrades.
5. The second trip is the one to judge an adviser by.

On why there is no fee: "The first conversation should be about the journey, not about what it costs to talk to me. Clients are already paying for the travel, so I'd rather earn my place by booking it well. And I'd like to be judged on the second trip, which a fee for the first one only gets in the way of."

In the press

- TTG Luxury, "UHNW clients aren't disengaged. They're tired of repeating themselves", opinion piece by Jess Naylor, 19 October 2026. ttgmedia.com/uhnw-clients-arent-disengaged-theyre-tired-repeating-themselves

Press contact

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A reply within one working day, and usually the same day. Happy to be quoted by name, and to supply photographs.