



The Service Suite

HOW WE WORK & INVESTMENT GUIDE

WWW.SHEPHERDCOTRAVEL.COM



Welcome to SHEPHERD & CO.



I'm so happy you're here!

Shepherd & Co. was created with a clear intention: to offer a more thoughtful, refined way to experience travel — one rooted in heritage, curated for the modern traveler, and designed to feel deeply personal from beginning to end.

My relationship with travel changed over nearly a decade of traveling to and from England before eventually living there myself. It was during those years in London and Windsor that I fell in love with the quiet beauty of heritage hotels, countryside escapes, storied properties, and the understated elegance woven into everyday life. More importantly, it taught me that the most meaningful journeys aren't about doing more — they're about feeling more connected to the places you visit and the people you share them with.

That philosophy is at the heart of Shepherd & Co.

Every journey is thoughtfully tailored around your preferences, your pace, and the kind of experience you want to have while you're away. My role is part curator, part guide — helping you experience each destination in a way that feels seamless, intentional, and entirely your own.

What you can expect is trusted guidance, exceptional stays, meaningful experiences, and a planning process designed to make the complex feel effortless — so you can simply arrive, immerse yourself fully, and savor each moment as it unfolds.

This Service Suite will walk you through how we work together and what to expect along the way.

It would be a privilege to help you plan something truly special.

Haley Shepherd
FOUNDER & LEAD TRAVEL DESIGNER

HOW IT WORKS

A photograph of a traditional timber-framed building with white plaster and dark wood beams, set against a cloudy sky.

SUBMIT YOUR INQUIRY

Start by filling out the inquiry form with details about your trip, travel style, and preferences.

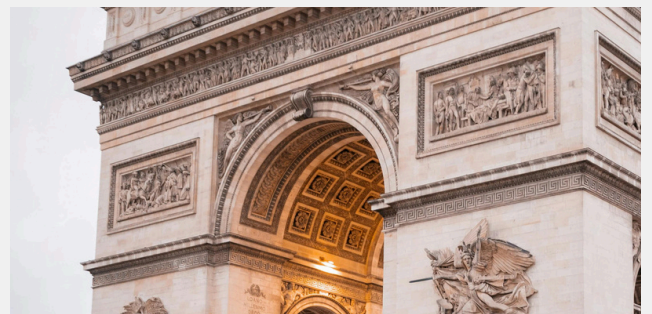


CONSULTATION & DISCOVERY

Once your inquiry is received, we'll schedule a call to discuss your vision, travel priorities, and the level of planning support best suited to your trip.

PROPOSAL & PLANNING

Following our call, you'll receive a custom quote based on the scope of your trip. Once your planning fee is received, planning officially begins.



CONFIRMATION & BON VOYAGE

Once your itinerary or hotel selection is finalized, we'll move forward with bookings and organize your travel details within your digital itinerary app so everything is ready for your journey.

CLIENT HOMEWORK & EXPECTATIONS

Homework

- **Complete the Inquiry Form:** Fill out our inquiry form with accurate and comprehensive details to help us understand your travel needs and plan effectively.
- **Provide Requested Information:** Share any additional information or preferences that may help in customizing your travel experience, such as preferred activities, dining options, and special requests.
- **Stay Organized:** Keep track of all communication, documentation, and trip details to ensure a smooth travel experience.
- **Prepare Travel Documentation:** Ensure you have the necessary travel documents ready, including passports, visas, travel insurance, and any other required paperwork.
- **Finalize Packing Lists:** Prepare a detailed packing list based on your travel itinerary and any specific weather conditions or local customs.
- **Stay Informed:** Keep an eye on any travel advisories, health requirements, or destination-specific guidelines to ensure a safe and smooth journey.

Expectations

- **Provide Detailed Travel Preferences:** Share your ideal travel dates, destinations, budget, and any specific requirements or preferences (e.g., accommodations, activities, special requests).
- **Respond Promptly to Communication:** Timely responses to emails and calls will help keep your trip planning process on track and ensure we meet your desired timelines.
- **Review & Approve Proposals:** Once we send you a customized proposal, review it carefully, provide feedback, or approve it to move forward with the booking process.
- **Pay Planning Fee on Time:** Ensure the planning fee is paid promptly to initiate your personalized trip planning services and proposal creation.
- **Share Passport & Travel Documentation:** Provide necessary documents such as passport information and any required visas for international trips to ensure smooth travel bookings.
- **Confirm Final Trip Details:** Review all trip details (flight times, accommodations, excursions, etc.) before finalizing the booking to ensure accuracy and satisfaction.

TRAVEL SERVICES

FROM DREAM TO DEPARTURE, EVERY DETAIL IS CONSIDERED.

EACH SERVICE IS DESIGNED TO MEET YOU WHERE YOU ARE — WHETHER YOU'RE LOOKING FOR EXPERT GUIDANCE TO SHAPE YOUR PLANS OR A FULLY MANAGED, SEAMLESS EXPERIENCE FROM START TO FINISH.

HOTEL BOOKING

For travelers who know where they'd like to stay, I'll secure your reservation with access to preferred partner benefits, including upgrades, daily breakfast, and added amenities. A seamless way to enhance your stay with elevated value.

COMPLIMENTARY

HOTEL LOOKBOOK

A curated collection of hotel options tailored to your destination, travel style, and preferences — with select properties offering access to preferred partner benefits when booked through Shepherd & Co.

\$125
PER DESTINATION

ITINERARY DESIGN

A thoughtfully curated itinerary with expert recommendations to shape your trip from start to finish. Ideal for travelers who want a clear plan and trusted guidance, while managing bookings on their own.

INVESTMENT STARTING
AT \$300

FULL-SERVICE PLANNING

A fully managed planning experience where every detail is handled with care — from initial concept and design to bookings and coordination. Created for travelers who want a seamless experience, with expert guidance and a level of collaboration tailored to your preferences throughout.

INVESTMENT STARTING
AT \$600

COMPLIMENTARY HOTEL BOOKING

This is perfect for you if...

... you already know which hotel or resort you'd like to stay at in the destination you're traveling to, but want the added value of booking through a trusted travel advisor.

Whether you're planning a romantic getaway, family holiday, celebratory trip, or luxury escape, Complimentary Hotel Booking allows you to access preferred partner perks, VIP treatment, and personalized care at many 4–5 star hotels and resorts around the world — often at the same rate you'd find online.

It's also an excellent option if you appreciate having a trusted advocate in your corner — someone who ensures every detail of your stay is carefully arranged before you arrive.

WHAT'S INCLUDED:

- Hotel or resort booking through Shepherd & Co.'s preferred partner network
- Access to exclusive partner amenities and VIP perks (when available), such as:
 - Complimentary breakfast for two
 - Resort or property credits
 - Room upgrades
 - Early check-in / late check-out
 - Welcome amenities
- Rate monitoring and assistance selecting the best available rate
- Communication with the property prior to arrival to note celebrations, preferences, or special requests
- Assistance before travel should questions arise regarding your reservation

COMPLIMENTARY



HOTEL LOOKBOOK

This is perfect for you if...

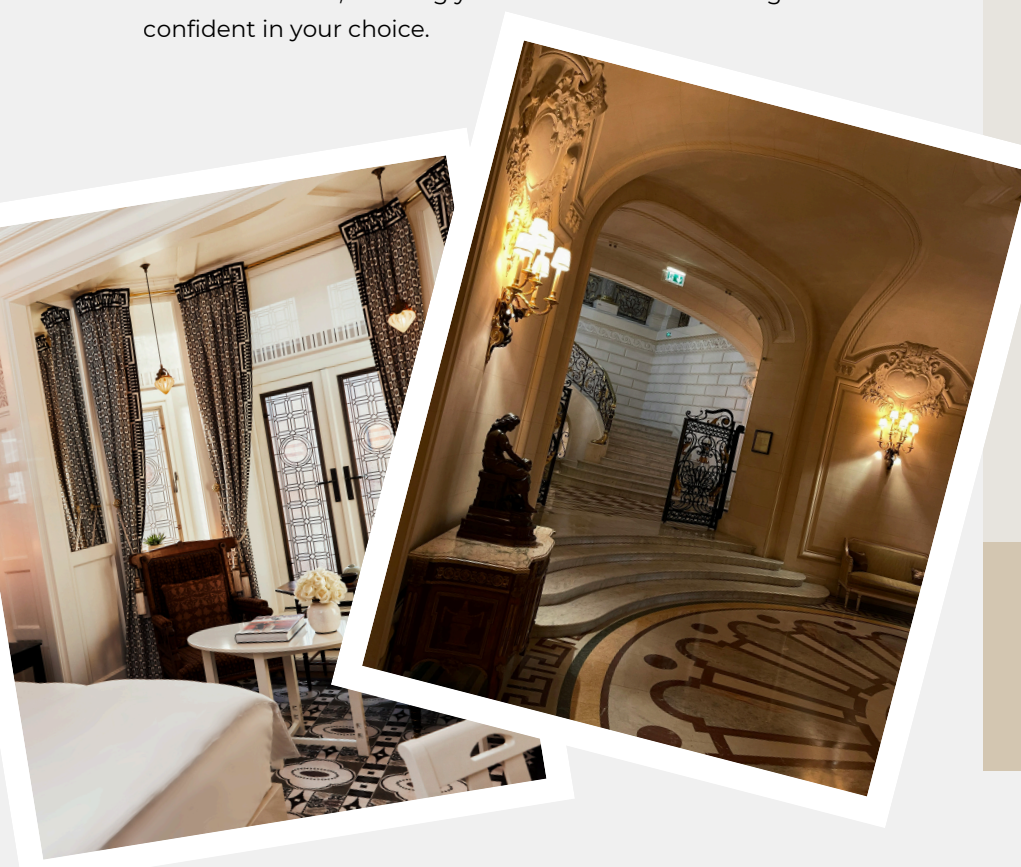
... you've already chosen your destination but want a more discerning, experienced perspective when it comes to selecting where you'll stay — someone to filter through the noise and present only what truly fits.

It's ideal for travelers who value a well-matched hotel just as much as the destination itself — those who care about atmosphere, location, and experience, and want their stay to feel aligned with the overall tone of their trip.

It's also a natural fit if you prefer a streamlined decision-making process — where a small, curated selection replaces endless research, allowing you to move forward feeling confident in your choice.

WHAT'S INCLUDED:

- Three curated hotel options within one destination, tailored to your preferences
- Clear insights into the benefits and considerations of each recommended property
- A tailored recommendation on which option best aligns with your trip
- A beautifully organized, easy-to-review format with ready-to-book options
- Seamless booking of your selected hotel with access to preferred partner benefits



INVESTMENT
STARTING AT

\$125

ITINERARY DESIGN SERVICE

This is perfect for you if...

... you want a beautifully organized travel plan, but prefer to handle the bookings yourself. This service is ideal if you'd like expert guidance on where to stay, how to structure your days, which experiences to consider, and how to make the most of your time — without needing full-service booking support.

It's also a wonderful fit if you enjoy having a clear, well-designed itinerary to follow, but still want the flexibility to book restaurants, tours, transfers, and additional details at your own pace.

WHAT'S INCLUDED:

- Custom itinerary design based on your destination, dates, travel style, and preferences
- Recommended daily flow for your trip
- Personally curated hotel recommendations, with booking support available through Shepherd & Co.
- Tailored recommendations for dining, activities, cultural experiences, and sightseeing
- Booking links where applicable
- One round of revisions
- Final itinerary delivered through your digital travel app

INVESTMENT
STARTING AT

\$300

* FINAL INVESTMENT VARIES BASED ON TRIP SCOPE, TRAVELERS, AND DESTINATIONS.



FULL-SERVICE PLANNING

This is perfect for you if...

...you want a seamless, collaborative [or hands-off!] planning experience where the details are carefully managed on your behalf. This service is ideal if you'd like help designing the itinerary, selecting hotels, coordinating experiences, and managing the key bookings that bring the trip together.

It's also the best fit for more complex trips, such as multi-destination travel, family or multi-generational travel, milestone celebrations, or itineraries that require extra coordination and trusted on-the-ground partners.

WHAT'S INCLUDED:

- Comprehensive itinerary design tailored to your travel style, priorities, and pace
- Hotel selection and booking through Shepherd & Co.'s preferred partner network
- Coordination of experiences, tours, transfers & key travel logistics
- Access to preferred partner perks and VIP amenities where available
- Collaboration with trusted destination partners when needed
- Reservations and confirmations organized in your digital travel app
- Dedicated support throughout the planning process

INVESTMENT
STARTING AT

\$600

* FINAL INVESTMENT VARIES BASED ON TRIP SCOPE, TRAVELERS, AND DESTINATIONS.



SERVICE FEE STRUCTURE

Product & Service

Price

ITINERARY PLANNING BASE FOR TWO ADULTS	\$ 100 / DAY
ITINERARY PLANNING: ADDITIONAL TRAVELERS	\$25 / PERSON
FULL SERVICE PLANNING BASE FOR TWO ADULTS	\$200 / DAY
FULL SERVICE PLANNING: ADDITIONAL TRAVELERS	\$50 / TRAVELER
ADDITIONAL DESTINATION CHARGE	\$ 125 / DESTINATION
POST-BOOKING CHANGE FEE	\$ 100 / HR
CONSULTATION CALL	\$ 150 / HOUR
DESTINATION CURATION LIST	\$ 100 / DESTINATION
ADDITIONAL REVISION (ITINERARY DESIGN)	\$ 100 / REVISION
RUSH PLANNING FEE (UNDER 4 MONTHS FROM DEPARTURE)	\$250-550

EVERY JOURNEY IS UNIQUE. ADDITIONAL TAILORED
SUPPORT MAY BE AGREED UPON WHERE NEEDED TO
BEST SERVE YOUR TRAVEL EXPERIENCE.

THANK YOU FOR CONSIDERING SHEPHERD & Co. IT
WOULD BE A PRIVILEGE TO GUIDE YOU FROM DREAM TO
DEPARTURE.



We're So Excited To Work With You!

TO BEGIN, SIMPLY SUBMIT AN INQUIRY AND WE'LL BE
IN TOUCH TO GUIDE YOU THROUGH THE NEXT STEPS.

[INQUIRE HERE](#)

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