

Press Release: 15 Years of *Be My Guest*

In 2024, Trafalgar celebrated 15 years of *Be My Guest*, the original local travel experience.

Be My Guest shines a spotlight on what we believe to be one of the most important parts of traveling: the people. Back in 2009, the idea of visiting a foreign country and being invited into a local's home was impossible to arrange. Trafalgar set about removing the barriers to connecting with local people in the places our guests love to visit, opening up a whole new world of experiences and a first-hand, intimate look into life across the world.

Centered around sharing food, *Be My Guest* is so much more than just a meal. It helps foster human connection, something that has become more important than ever in a post-Covid world. *Be My Guest* brings unique local stories to the table, delivering experiences that make a trip stand out.

"*Be My Guest* is, and always has been, about the locals being the true essence of the places you go," says Melissa DaSilva, President at Trafalgar Tours.

"Our hosts open a unique window into their world. An opportunity for meaningful conversation, fascinating storytelling, endless laughter and of course, the secret ingredient, the food, which brings the soul of a place to life.

So, please join me in wishing *Be My Guest*, and all our wonderful hosts around the world, a very happy 15th birthday."

Be My Guest experiences can be found across the globe, starting with the much-loved Ledard Farm in Scotland run by a father and son team, Fergus and Gregor Wood, available on our *Best of Scotland* trip. Dating back to the 17th century, Ledard Farm intertwines ancient folklore and a rich history with an eye on the future, prioritising sustainable energy with a hydro turbine and 109 solar panels, as well as 24,000 recently-planted hardwood trees. Guests are able to dive into the incredible history of Ledard, tour the farm and meet the animals, including a flock of Indian Runner ducks.



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The *Be My Guest* experience at Fattoria Di Maiano was a highlight of our vacation.

Monica Y
Fattoria di Maiano | Best of Italy and Greece

Over in Hungary, a **Be My Guest** experience that will stay with guests is a visit to the Schieszl family winery, available on our *Bohemian Highlights* trip. The Schieszl family came on board in the early stages as one of our earliest **Be My Guest** experiences, and with a rich history it's no surprise they've continued to stay popular. While guests can enjoy traditional Hungarian food and award-winning wines, it's the story of how the winery doubled as a hiding place during WWII, providing safety for the family's Jewish friend who was fleeing Nazi persecution, that stays with guests long after the trip.

Be My Guest isn't just limited to Europe – in fact, every Trafalgar tour globally has an included **Be My Guest** experience. In Canada, we're lucky enough to have Matricia Bauer, a Cree woman and founder of Warrior Women, host of the **Be My Guest** experience on our *Iconic Rockies and Western Canada* trip.

Trafalgar's experiences that benefit Native businesses and Indigenous communities in North America have recently contributed to a Travel + Leisure Global Vision Award win. Through the experience with Warrior Women, Matricia has the chance to share the story of her life and knowledge about the local flora with people from all over the world, while guests can learn about her heritage through storytelling and drumming. "It's a privilege to be able to share my story," says Matricia. "My goal is to offer travelers a better understanding of both the culture and the land of our Indigenous people."

Time and time again, our guests say the **Be My Guest** experience is the highlight of their Trafalgar tour. **Be My Guest** revolutionised the guided travel industry when it was introduced 15 years ago, so join us in celebrating what we've achieved so far, as well as what's to come.



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Visiting the Øvre-Eide farm was one of the most memorable experiences ever.

Tatiana S
Øvre-Eide Farm | Scenic Scandinavia and its Fjords



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This unique *Be My Guest* allowed us to meet Senem, one of the wonderful locals.

Lara K
Women of Demircidere | Highlights of Turkey