

Boutique travel service opens

NEW ORLEANS — Bespoke LLC, a custom, private travel company for affluent travelers exploring the city and region, has opened at 5821 Clara St. in New Orleans.

Travis and Jennifer Simpson started the company and its Bespoke Experiences boutique service.

Bespoke targets the top 2 percent of New Orleans' 9 million annual visitors, including international business executives, celebrities, political figures, journalists, local corporate recruitment candidates and high net worth individuals.

The company provides luxury transportation and tailors itineraries to guests' personal areas of interest in the New Orleans area. Hourly, half- or full-day, and multi-day options are priced upon request.

Travis Simpson was in sales for more than 20 years in New Orleans with Marriott, Starwood and Omni. Jennifer Simpson, an accredited certified meeting professional, owned Canadian pharmaceutical meeting planning company Convene Inc. and is the executive producer and host of online HDTV program FAMTripTV.com for hospitality professionals.