



FOR IMMEDIATE RELEASE
Bespoke Launches North American
Ambassador Training Initiative

NEW ORLEANS, LA, July 27, 2020 – Bespoke Experiences, North America's luxury custom tour operator, is pleased to announce the official launch of their internal Bespoke Experiences Ambassador Training (B.E.A.T.) initiative for their growing roster of professional tour guides (aka Ambassadors).

Leading this new continuous learning project, Bespoke LLC is thrilled to introduce Mark Kasulen as Bespoke Experiences Ambassador Trainer. Mr. Kasulen brings decades of experience as a recognized industry expert and trainer within multiple industries from education to travel. Mark's team approach to raising tour guiding standards has made a significant difference in multiple segments of the travel industry as recognized by his experience as an instructor for the International Tour Management Institute (ITMI), and with global student educational travel companies.

Mark has set himself up for success in this new role leading the Bespoke Experiences Ambassador Training efforts. In addition to investing the last five years freelancing as a Bespoke Ambassador himself, Mark's fifteen years working as an international tour director, guide, and host, is complemented by his certification as a professional chauffeur in the Bay Area of Northern California.

CEO, Jennifer Simpson, explains the impetus behind the training initiative: "As Bespoke strives toward its goal of becoming North America's best domestic inbound private tour operator, we recognize the critical role of training in creating brand consistency so we're all equally aligned toward delivering the highest standard of hospitality for our esteemed guests. While we pause in delivering world-class experiences during the pandemic, Mark is the ideal partner to help us refocus internally on our objective of sharing our company vision through skills training, coherent communication and the enduring reinforcement of shared goals."

About Bespoke Experiences

Bespoke Experiences is North America's leading provider of domestic luxury custom travel experiences: a premier in-market luxury tour operator specializing in the design and execution of custom itineraries. They create, curate and deliver exquisitely crafted, truly bespoke luxury travel experiences for domestic and international clientele designed to enhance private tours by delving deeper into the culture in order to tell a richly inspiring travel story personalized to the clients' exacting needs, and specific locale.

Family owned and locally operated, Bespoke offers private tour services in ten North American destinations: New Orleans, San Diego, Chicago, Nashville, San Francisco and California's Wine Country (Napa/Sonoma), Charleston, Memphis, Denver and Toronto, Canada. Bespoke plans to be in 26 North American cities by 2026: our "26 x 26" long-term growth strategy.

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