



## MEMBERS ONLY

“New York-based Australian David Prior is a former contributing editor of Condé Nast Traveler and Vogue Living and seems to know every amazing spot around the world—especially when it comes to food (he used to work with Alice Waters at Chez Panisse). So I was excited to learn that he recently launched his own company, [Prior](#). It’s a travel club that creates personalized, one-off trips that’ll get members access to almost impossible-to-wrangle experiences (a weekend cooking at chef Massimo Bottura’s country house in Italy, a private tour of the Picasso Museum in Barcelona, a scientist-led diving trip on Australia’s Great Barrier Reef). And a portion of the price of every trip goes toward the destination’s cultural or environmental protection and preservation.”

—John Wogan, travel features editor

PRIOR CLUB MEMBERSHIP, Prior Club, annual membership fee starting at \$2,500