SOTC The Company

Your Holiday Inspiration

The SECRET SEASON to Holiday

Chase the sunshine, enjoy the monsoon and discover the advantages of off-season travel.

Every destination has its defining moment. A season when the weather is charming, the nature is spectacular and the streets are alive with the festival of celebrations and festivities.

But there is a distinct magic in stepping away from the rush. As the months from July to September transform India into an emerald green sanctuary, they also unveil the Secret Season for rewarding global travel and exploration. From the sun-drenched European summers and laid-back tropical shores to vivid cultural extravaganzas and legendary wildlife encounters, this guide invites the adventurous to experience the world through a different lens.

This edition showcases the beauty of travel beyond the peak holiday season. Discover journeys that are more relaxed, pocket-friendly and intimate, giving you the space to witness the world's wonders at your own pace.

Why Off- Season Travel could be your best holiday yet

Travelling during shoulder or off-season is never about settling for something less. It is about experiencing iconic destinations through an uncluttered lens, discovering local crowds, tight costs and availability issues.

More importantly, it's about unlocking fleeting spectacles that happen outside of the peak season. Extraordinary experiences, like migrating wildlife and bioluminescence, that you cannot capture on any other time of the year.

FEWER CROWDS, DEEPER MOMENTS

There's a deep luxury in having space. Travelling outside peak rush hours means spending less time in long queues and more time exploring iconic landmarks, tranquil capturing the perfect, uncrowded shot of the Golden Bridge in The Hague, or the thousands of tourists constantly crowding your frame.

BETTER DEALS, BIGGER EXPERIENCES

Timing your travel for this season unlocks exceptional deals on premium flights, boutique accommodation, and exclusive experiences. By shopping with season pre-hike, you stretch your budget. You can utilise these savings to upgrade your accommodation, add additional activities or extend the trip.

SEASONAL EXPERIENCES WORTH PLANNING FOR.

ARCTIC - CHASING THE EARLY NORTHERN LIGHTS

Witness one of nature's most spectacular phenomena as the polar skies erupt in a symphony of ethereal red, purple and green. While the Northern Lights are traditionally tied to the winter months, August offers an exceptional window to witness this cosmic ballet. You can also experience the Arctic adventure on an Icebreaker Cruise, offering a unique perspective on this extraordinary polar landscape.

SPAIN - THE WORLD'S BIGGEST TOMATO FESTIVAL

On the last Wednesday of August, the streets of Buñol are literally painted red with overripe tomatoes. As the world's biggest food fight, the annual La Tomatina festival offers a spectacular descent into friendly chaos-pure, Rio in character and local charm. This unique festival adds another dimension to a Spain and Portugal holiday, ceasing memories that extend far beyond the festivities.

JAPAN -THE COLOURS OF SUMMER.

While the cherry blossoms steal the spotlight, Japan's early summer is one of its best-kept secrets. The season offers fewer crowds and romantic atmospheric scenes. As July warms up, escape to the beaches for a reset, or experience Kyoto's massive Gion Matsuri cultural celebrations.

KENYA - THE GREAT MIGRATION

The Great Migration is one of nature's most dramatic blockbusters. Every year, millions of wild animals, driven by the instinct to find water and rich pasture, take the trek from the Southern Serengeti to the Masai Mara. For wildlife enthusiasts, July and August offer the ultimate window to witness this wildlife exodus firsthand.

CHASING THE SUNSHINE

LADAKH

Ladakh is celebrated for its dramatic landscapes, ancient monasteries and breathtaking road trips. Plan your journey during this season, which offers a combination of accessible mountain passes, vibrant landscapes and pleasant weather conditions.

FRANCE

There is an undeniable magic in the gentle warmth of French summer. The country shows its most romantic face as the sunlit days slowly roll in. Linger at elegant cafés, wander the blooming lavender fields of Provence, and bask on the peaceful shores of the French Riviera for a memorable European escape.

KASHMIR

Trade the chilling winters for light, breezy days. From June to August, Kashmir's famous snow-covered landscapes give way to lush, green valleys and fully accessible mountain roads. It's India's ultimate summer retreat, offering pleasant weather, the spectacular blossoming of the iconic Mughal gardens, and postcard-worthy views in all directions.

CELEBRATING THE MONSOON

KERALA

Kerala is at its absolute finest when the monsoon arrives in June. The rain breathes new life into the landscape, turning the region into a tranquil, green sanctuary. It's the prime season to explore the non-island backwaters in a traditional houseboat, and listen to the soothing rhythm of raindrops on palm leaves during a rejuvenation Ayurvedic retreat.

GOA

Monsoon in Goa hits differently. It calls for taking a step back to unwind and embrace life at a slower pace. The beaches empty out and the bowls turn incredibly lush, creating pure magic in the atmosphere. Get in sync with the downpour as you explore the beautiful, secluded heritage sites and experience its flavourful coastal cuisine.

MEGHALAYA

Meghalaya during the monsoon needs no introduction. The Abode of Clouds showcases its most dramatic natural beauty during the rainy season. Wander the mist-covered hills of Cherrapunji, stand before the roaring Nohkalikai Falls in rake a refreshing dip in one of the state's many hidden blue lagoons.

MINI STORIES

Across the Globe

TROPICAL PARADISE - PHILIPPINES

Turquoise waters, hidden lagoons, pristine beaches and island-hopping adventures.

Home to over 7,000 islands, the archipelagic nation of the Philippines offers a tropical reprie like no other. Travelling during the off-peak months allows you to secure amazing deals on flights and hotels, and truly enjoy sabbathing on uncrowded beaches without ever feeling rushed. If you don't mind periodic showers, the wet season is actually the peak time for adventure, ideal for chasing waterfalls & river rafting in Cagayan de Oro.

TIMELESS WONDERS - EGYPT

Ancient civilisations, iconic monuments and unforgettable views around every corner.

From the sheer scale of the Pyramids of Giza to the timeless rhythm of a Nile cruise, Egypt offers a journey through history unmatched anywhere on earth. Step back in time as you descend into the quiet tombs of ancient pharaohs or stand in the towering shadow of the legendary Great Sphinx. Experiencing these colossal ancient wonders with fewer crowds is the ultimate travel luxury. As soon as the midday sun peaks, escape to the Red Sea coast and Sharm el-Sheikh for diving adventures in crystal-clear waters.

LUXURY ESCAPE - MAURITIUS

Powder-soft beaches, turquoise lagoons and world-class hospitality.

Tucked off the coast of East Africa, the island nation of Mauritius is the ultimate answer to your mid-year getaway. Its scenic beaches and warm hospitality cater to every style of travel, be it a solo retreat, a family adventure, or a romantic honeymoon. This premier tropical destination is at its most serene during these months, offering smaller crowds and exceptional value. With the arrival of winds in July, its shores turn into a major hub for water sports, kicking off the sailing season and setting the stage for the Rodrigues International Kitesurfing Festival.

Destination in Focus

CHINA

One Country. Endless Experiences.

Where Ancient Wonders Meet Modern Marvels

China is a destination of extraordinary contrasts.
One moment you're exploring centuries-old temples and imperial palaces. The next, you're surrounded by futuristic skylines, high-speed rail networks and vibrant city life.
Rich in history, culture, cuisine and natural beauty, China offers experiences unlike anywhere else in the world.

Why Visit China?

- **Walk along the Great Wall:** Witness the grandeur of this ancient Chinese engineering marvel. Feel the depth of history with every step you take while overlooking the spectacular surrounding landscapes.
- **Discover the Terracotta Warriors of Xi'an:** Marvel at well-preserved, life-sized clay sculptures, featuring intricately detailed soldiers, chariots, and horses. This legendary army was buried over 2,000 years ago to protect the emperor in the afterlife.
- **Experience the energy of Shanghai:** Be part of the high-octane lifestyle in the dynamic city of Shanghai. Take a stroll along the Bund, shop at Nanjing Road, and enjoy the electrifying nightlife at the Juhi Fu Cheng area.
- **Explore ancient water towns and cultural treasures:** Navigate China's historic canal settlements of Suzhou on a wooden boat to get a glimpse of the "Venice of the East." Cross ancient stone bridges and explore perfectly preserved Ming- and Qing-dynasty architecture.
- **Discover spectacular landscapes and natural wonders:** Be amazed by the narrow, vertical cliffs of Zhangjiajie National Forest Park, the beauty of Jiuzhaigou's waterscapes, and marvel at the majestic charm of the Three Gorges.
- **Savour one of the world's richest culinary traditions:** Experience one of the world's richest food cultures by sampling dishes from the eight major regional cuisines. Try everything from the celebrated Peking Duck in Beijing to a traditional Chinese hot pot.

The best holidays are not always about travelling further, sometimes, they are about choosing the perfect time for your adventures.
Every destination on earth has a secret season when it truly shines. Whether you are chasing golden sunshine across the islands in the Philippines, feeling the roaring pulse of Kenya's Great Migration, or experiencing the colourful chaos of Spain's La Tomatina, the world unfolds differently for those who step away from the crowds. Perhaps your dream is to embrace the rain-soaked, emerald serenity of Kerala's monsoon, or to witness the fascinating contrast of an ancient yet futuristic China, note that the magic lies in the timing.
Leave the peak-season rush behind. Let the secret season be your compass, guiding you toward a world of unhurried, authentic exploration.
Discover the world at its seasonal best with SOTC.

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