HERITAGE TRAVEL ASIA

The Heritage Precinct Planning Brief

A planner's reading of a heritage destination, turned into a richer experience for your guests or clients

WHAT IT IS

Most guests arrive at a great heritage site knowing its dates, not its design. A Heritage Precinct Planning Brief reads one destination or heritage precinct the way it was planned — its axes, approaches, sequence and setting — and translates that reading into routes, timings and stories that your guides, concierge and clients can use.

WHO IT IS FOR

Boutique travel companies, destination management companies and heritage hotels that serve culturally curious, high-value travellers and want their heritage programmes to feel deeper and more distinctive.

WHAT YOU RECEIVE

- **Original planning intent —** how the site or precinct was conceived: orientation, approach, sequence and the meaning behind them.
- **Visit sequencing —** the intended way in, the order of spaces, quieter hours and seasonal timing, drawn from published sources.
- **Route diagrams —** clear schematic plans of the recommended sequence for guides or guest packs.
- **Storytelling notes —** concise narratives for guides and concierge, and a client-facing briefing page.
- **Practical layer —** access, protocols, festival and closure notes, verified and dated.

Delivered as a PDF for any destination or precinct.

HOW IT WORKS

1. A short conversation about your destination, guests and current programme.
2. A scoped pilot for one destination, at a fixed fee agreed in advance.
3. Delivery in about three to four weeks, with one round of revisions.

PROOF OF APPROACH

The UNESCO Historic Monuments of Kyoto — A Cultural Heritage Brief (October 2026) reads Kyoto's seventeen World Heritage properties through the plan of the Heian-kyō capital. Here's a preview.

ABOUT

Rupak Chatterjee is an architect (B.Arch) and urban planner (MA Urban Design, UK) with more than 25 years of international practice across historic cities, cultural landscapes and heritage-precinct regeneration. He founded Heritage Travel Asia to present Asia's UNESCO World Heritage as it was planned.

HERITAGE TRAVEL ASIA · www.heritagetravelasia.com · rupak@heritagetravelasia.com