

EXPLORE WITHIN

13-16 OCTOBER 2020
VIRTUAL EVENT

LUXPERIENCE

YOUR WORLD TRANSFORMED

LUXPERIENCE TRANSFORMED

How we experience travel is changing.

Our need to stay connected has never been more important.

Intimate, authentic and meaningful, Luxperience continues to be your gateway to personalised luxury travel, with the launch of our inaugural Virtual Event.

LUXPERIENCE

A VIRTUAL EXPERIENCE

LIKE NO OTHER

Distinction is the hallmark of luxury. We invite you to join our inaugural virtual event to transform your world and discover the true meaning of connection.

Building on the key features of our physical event, this is your exclusive invitation to network with our global community of luxury travel buyers through the safety of virtual meetings, bespoke workshops, insightful webinars and online keynote experiences.

Our virtual meetings, powered by our matchmaking technology, will provide you with introductions to highly qualified luxury specialists from around the world, who have all been pre-qualified by our dedicated team, meaning every conversation you have online, has business potential.

13-16 OCTOBER 2020 | VIRTUAL EVENT

EXHIBITOR BENEFITS

Identify new contact opportunities & generate active business leads

Reinforce relationships with global luxury travel specialists

Launch new products & experiences to high qualified & verified buyers

AUDIENCE PRODUCT INTERESTS



Luxury Hotels & Resorts



Cultural Experiences



Boutique Lodges



Elite Sports



Gastronomical Experiences



Private Aircrafts & Yachts



Cruise & Expeditions



Private Islands



Health, Spa & Wellness



Philanthropic Travel



Nature & Adventure



Destinations

"Independent Aviation has attended every Luxperience since inception... it is a great way to highlight our capabilities, gain new international and Australian leads, and network with a diverse cross section of luxury market operators."

IAN BUTTON, MANAGING DIRECTOR
INDEPENDENT AVIATION

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LUXPERIENCE

THE BUYERS THAT DEFINE LUXURY

Our buyers design and offer some of the most exceptional itineraries and experiences travel can offer.

From premium travel consultants to exclusive concierge services and once in a life-time tour operators, our buyer audience is as selective as the tastes of their most discerning clients.

All Luxperience's buyers must meet strict criteria to be eligible to participate in our events, including:

- Proven evidence that they have an active client list
- Senior decision makers and business owners
- Anticipate making bookings with Luxperience suppliers within 12 months
- Actively seeking new products

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Luxperience buyers represent both inbound and outbound tourism and are made up of :



PREMIUM
TRAVEL
DESIGNERS



PREMIUM
CORPORATE
TRAVEL



CONCIERGE
SERVICES



LUXURY
TOUR
WHOLESALERS



LUXURY
TRAVEL
MEDIA

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LUXPERIENCE

PERSONALISED YOUR ONLINE GATEWAY TRAVEL

Joining our inaugural virtual event allows you to connect in ways both old and new and make the most out of your tailored online experience.



THE APPOINTMENT PROGRAM

The central feature of Luxperience is our Appointment Program. These pre-scheduled diaries provide delegates with a personalised diary of appointments and are matched exclusively to your business needs and buyer interests.

Your diary will have a combination of Pre-Scheduled Appointments (PSA) and Self-Scheduled Appointments (SSA), all run through our online meetings platform.

Exhibitors will receive:

- Minimum of 42 x 10-minute appointments
- Maximum of 96 appointments (+75% increase on the physical event capacity)
- Appointments conducted via video conferencing with access to a dedicated streaming studio (if applicable)
- Appointments set to accommodate international buyer timezones, with AM and PM options available to book.

\$3,000 + GST per PSA diary (includes 1 x delegate)
Additional delegates: \$500 + GST

“Luxperience [is] totally different than other luxury events, more intimate in the sense that you have more time with the buyers so you can really focus on developing and maintaining relationships and understand their needs at the same time sharing with them your product.”

MARIZELA ALFARO, SALES MANAGER,
TRUMP CENTRAL PARK NEW YORK & TRUMP WAIKIKI

LUXPERIENCE

A COMMUNITY NETWORK

The 'Luxperience' is more than just business meetings, it's an opportunity to connect and mingle with your luxury peers at glamorous functions and invite-only events. This year will be no different with exclusive access to our online networking events.

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LUXPERIENCE OPENING FORUM:

13 OCT 2020

Luxperience's inaugural virtual event will open with an illustrious line up of the region's top travel experts, providing valuable insight on the outlook of the luxury travel industry and tips to navigate the current landscape.

EDUCATION PROGRAM:

14-16 OCT 2020

Running alongside the appointments, The Luxperience Education Program will host a series of webinars from industry leaders, exploring new opportunities for personalised travel businesses to thrive in the future.

Webinars will broadcast live each day, featuring Q&A and recordings will be made available for all attendees regardless of their time zone.

CLOSING PARTY:

16 OCT 2020

The final event of Luxperience is the 'It's a Wrap' Party. Open to all participants of Luxperience Virtual Event this final networking event is the perfect opportunity to reconnect after all the appointments are done, bring the entire Luxperience community together to celebrate the business and insights garnered via the virtual event.

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LUXPERIENCE

EXCLUSIVE EXPOSURE

For the first time our virtual event will allow brands unique opportunities to sponsor key pages and activity across our digital and content platforms.

These opportunities are extremely exclusive and offer enhanced brand exposure to our hand-picked buyer audience.

REGISTRATION & PREFERENCE PORTAL SPONSOR

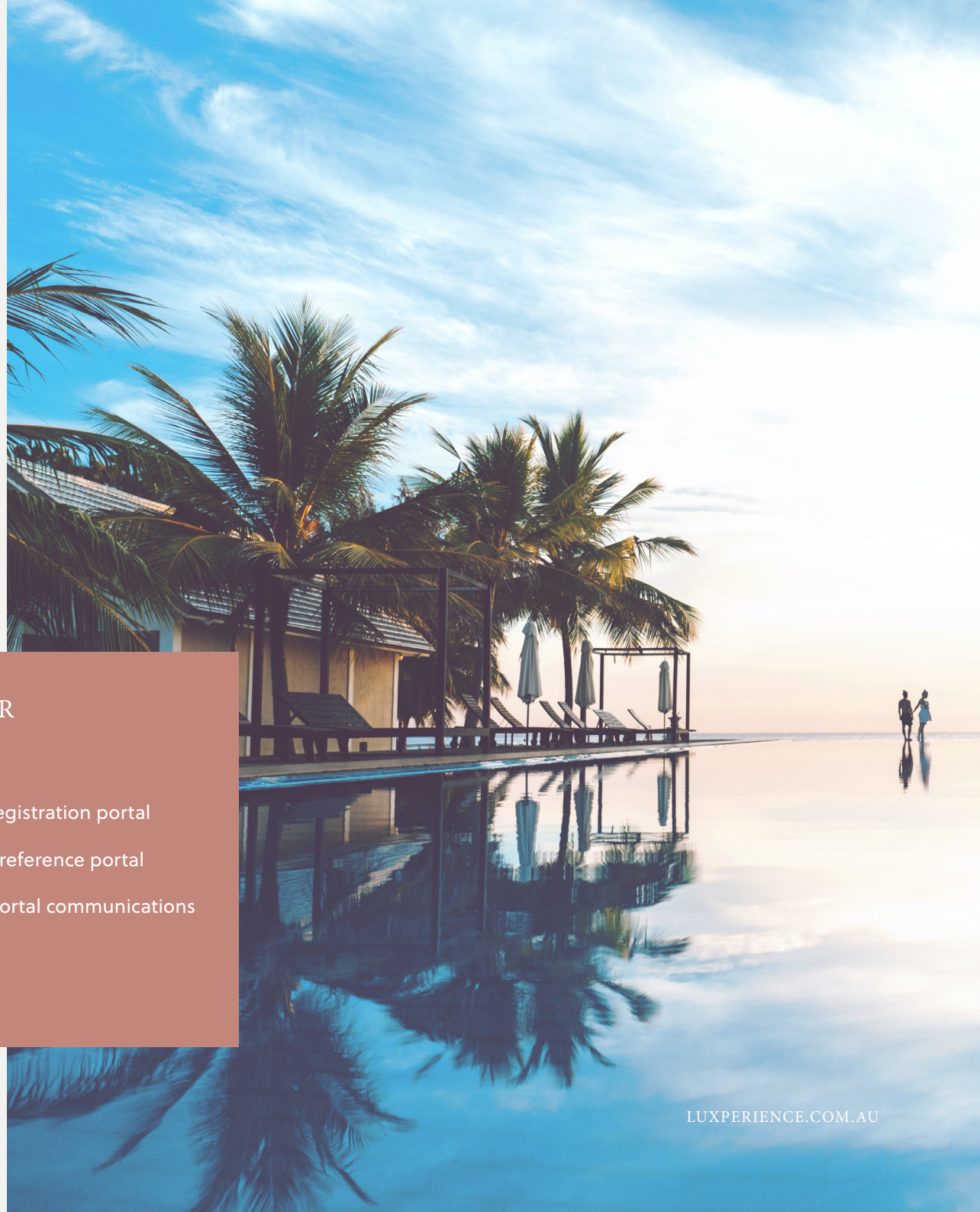
The Buyer Portal is the foundation of the Luxperience matching program. It's where our qualified buyers register and make their preference selections.

This year we're offering an exclusive opportunity to brand these pages and put your brand in front of this extremely targeted audience.

Benefits include:

- Branding on buyer registration portal
- Branding on buyer preference portal
- Branding on buyer portal communications

\$12,000 + GST



OPENING FORUM SPONSOR (LIMITED TO 1)

A STYLISH START – 13 OCT 2020

It wouldn't be Luxperience without an invite-only event to start the week. This is a unique opportunity to put your brand in front of our elite buyers from the start of the virtual event with headline branding of our Luxperience Opening Forum which will encompass both an invite-only socially distanced reception as well as a live-streamed performance and networking.

We'll transport our audience with iconic backdrops with the help of some of Australia's most prestigious arts and cultural institutions and kick off the week with an insightful keynote and panel from top industry experts. We are inviting a single, exclusive opportunity for one brand to be involved with this unparalleled transformed event.

Sponsorship includes:

- Opportunity for senior staff member of partner to formally address attendees during the reception
- Opportunity to creatively promote your products and services
- Extensive branding opportunities both at the event and on the live-streamed platform
- Co-branding of Opening Forum promotional materials, both online and in print
- Recognition in all pre and post show announcements that are relevant to the Forum
- Link to Partner page from the Luxperience website

\$35,000 + GST

CLOSING PARTY SPONSOR (LIMITED TO 1)

WRAP IT UP – 16 OCT 2020

The final event of Luxperience is the 'It's a Wrap' Party.

All attendees of Luxperience are invited to this final virtual networking event which is the perfect opportunity to reconnect prior to departing the event, and ensure your brand is stop of mind, even after the event is over.

- Branding during the It's a Wrap Party
- Speaking Opportunity during It's a Wrap Party
- Co-branding of Closing Party promotional materials, both online and in print
- Recognition in all pre and post show announcements that are relevant to the Party
- Link to Partner page from the Luxperience website

\$20,000 + GST

LUXPERIENCE

VIRTUAL TRAVEL WORKSHOPS

The ability to receive real-time feedback from your target audience is crucial to navigating these challenging times.

Our new Virtual Travel Workshops offer destinations and premium travel suppliers the opportunity to connect with your chosen source market, in sessions of up to 50 pax, in an intimate and interactive virtual workshop, while still offering the exceptional experience expected by Luxperience's discerning audience.

A MORE ENGAGED AUDIENCE

Not only do these workshops provide you with the undivided attention of your chosen buyer audience, they also offer a chance to engage them in a more meaningful and interactive channel with these bespoke benefits, offered only to workshop hosts:

- 45-minute presentation and Q&A (moderator provided by Luxperience)
- Access to the dedicated Luxperience professional broadcast studio, including AV Support, professional lighting and technical support
- Real-time polling and surveys to allow you to gain instant feedback on your products
- Background branding for participants
- Multi-session hosting to accommodate buyer timezones
- Pre-workshop audience preparation i.e. Surveys, promotional packs etc. (if applicable)

Workshops presentations will also be recorded to be shared with the wider Luxperience audience during the three day event.

\$10,000 + GST

KEY DATES

FOR YOUR DIARY

LUXPERIENCE

REGISTRATION

CLOSE DATE:

21 August 2020

PRE-SCHEDULED

APPOINTMENT DIARY OPENS:

24 August 2020

LUXPERIENCE 2020

VIRTUAL EVENT OPENS:

13 October

CONTACT THE TEAM

Contact the team today to explore how together we can transform your world and discover the true meaning of connection.

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