

# TOKYO

Timeless Temptations

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CONNECTIONS TOKYO 2020



connections

LEADERS DO BUSINESS



# Connections Tokyo Debut

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9 - 12 February 2020

Global networking and events specialist Connections will hold its inaugural Japanese event in Tokyo in February 2020.

The Connections platform offers an evolving international network of travel professionals the opportunity to meet and develop business relationships through memorable experiences, with the Tokyo event following this successful formula to showcase Japan as a destination for the luxury traveller.

Connections Tokyo will provide elite global travel buyers with the opportunity to meet luxury hoteliers, destination management companies and other travel suppliers from Tokyo.

Alongside one-to-one meetings, senior executives and industry experts will explore new business opportunities whilst participating in immersive, local experiences such as tea ceremonies, Zazen meditation, Kendo samurai warrior workshops and calligraphy sessions.

Connections Tokyo is the next generation of networking.



# About Connections

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Born from a belief that business is conducted between people, not business, Connections brings together some of the world's leading luxury travel minds.

Over the past five years, we have pioneered the Connections Way - a proven series of research-based proprietary methodologies and approaches designed to create long lasting business relationships between our delegates.

At each carefully planned Connections event, you will be joined by up to 80 handpicked senior decision makers; a mixture of the industry's finest travel buyers and world leading suppliers and sponsors. All at senior level.

Taking place over three days, the Connections' format involves a series of 40-minute one-to-one meetings, ConneCTalks and networking meals, creating a highly focused, time efficient agenda.

You will have the time to truly get to know your peers during the one-to-one meetings. Enhanced with local experiences, which are designed to give a flavour of the destination, (for example wine tasting, bike rides, flower arranging), our one-to-one meetings are memorable, and a unique opportunity to discover the person behind the profession.

ConneCTalks are thought-provoking educational sessions, which are designed to give our leaders the opportunity to discuss trends and challenges facing the marketplace. Whether through group discussions, panels or inspirational talks from industry leaders, our education programme enables all delegates to gain valuable insights.

Creative and intimate, Connections aims to create the best environment for memorable networking, essential for lasting business relationships.

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# Supplier Benefits

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**As a Connections Tokyo supplier, you will receive the following opportunities:**

1. Intimate access to an exclusive group of leading global luxury buyers.
2. Access to inspirational speakers and roundtable discussions to provide stimulating insights and thoughtful debate
3. One-to-one meetings in the 'Connections Way' with a bespoke networking diary based on your personal preferences
4. A range of local, authentic experiences to try during each meeting to showcase the destination
5. All meals throughout the event



Connections California



## BUYER RECRUITMENT

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Connections selects up to 40 top international buyers across the globe representing a balance of established markets and increasingly important emerging luxury markets.

Connections' aim is to also provide stimulating dialogue with the intention of mapping the future of luxury. We select buyers based upon their reputation in delivering inspirational, high value business and who are considered as "thought leaders" in the market.

We apply strict qualifying criteria to ensure a varied offering for suppliers; therefore, invited buyers must have specific interest in Andalusian product, offer their clients the most bespoke and inspirational options, and comply with the following:

- Only ONE senior executive per company is accepted and they must be of senior level and the decision maker of the company
- Operate in outbound markets sending clients into Andalucía
- Be truly bespoke travel agents, tour operators, concierges or travel planners operating in the luxury travel market who create one-of-a-kind experiences and offer the most inspirational product to its own clients
- Connections will further qualify the references to ensure validity

In addition to the above criteria, all buyers are required to submit the following:

- A recent itinerary from the past 6 months which shows the full range of services supplied to the client for the duration of their trip/from the moment they leave home until they return.
- Describe the scope of services provided in detail (accommodation, transport arrangements, experiences, other services)
- References: Three luxury suppliers that they do business with regularly, including company name, contact name and contact details
- Top 5-10 luxury suppliers that they do business with regularly to review the scope of services offered
- List of any luxury associations they are member of

100%

Buyers service celebrities, C-suite & other high net worth individuals as well as corporate brands.

95%

Attendees at Director level or above

90%

Outstanding satisfaction of buyers & suppliers

70%

Clients fly first or business class

£51K

Average client spend for a 7-day family holiday

50+

Buyer nationalities represented

26

Events hosted in more than 10 countries

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**Michael Holtz, CEO  
Smartflyer, United States**

SmartFlyer is an award-winning, full-service travel firm catering to both the leisure and corporate traveler. SmartFlyer is a new breed of travel agency, and we aim to do things smarter, faster, and with a lot more creativity.



**Stephane Fruitier, CEO, The Most Exclusive  
Hotels in the World & travelluxury.com,  
France**

“The Most Exclusive Hotels in the World” guidebook launched in 1998 and is distributed in 23 countries. Travelluxury.com has been online since 2000 and offers over 450 5-star hotels.



**Andrew Newman, Owner,  
Black Tie Travel, Canada**

Black Tie Travel & Entertainment is a premium private members service, providing tailored travel planning and access to the best sporting, cultural, and entertainment events worldwide.



**Norbert Pokorny, Managing Director,  
Art of Travel, Germany**

For more than 20 years, Art of Travel have been tailoring worldwide luxury travel for discerning clients. With experts for every destination and a strict policy of testing and experiencing products before offering to, Art of Travel ensure quality and expertise when planning



**Matt Vlemmiks, Head of Product &  
Commercial, Elegant Resorts, UK**

Elegant Resorts offers discerning clients an ever-expanding portfolio of luxury holidays and bespoke experiences that span the globe. Their highly knowledgeable Travel Consultants provide clients with the benefits of first-hand travel experience, while their supportive concierge team offers exemplary service throughout each client’s booking.

## BUYER TESTIMONIALS



*“What I found very unique to the Connections way is that you’ve got more time with the one-to-one meetings and the speakers at this event have been fantastic!” -  
Connections Wellbeing in Portugal 2017*

**Yvonne Verstandig, Founder, Executive Edge Travel, Australia**

Executive Edge Travel is the premier boutique travel management company in Melbourne, Australia specialising in custom holidays for discerning leisure clients and corporate travel for small to mid-size businesses. We provide bespoke service for the cultured, global corporate and international leisure traveler. We offer privileged access to travel experiences, distinctive hotels, airlines, cruises, tour operators, and more.



*“Of all the luxury travel conferences I’ve attended in 25 years, this one with chocolate & cheese tastings, blow dries & bike rides & diamond seminars in the beautiful setting of Santa Monica Place, is my new favourite. Congratulations Connections on finding a way to innovate & change the same-old boring meetings model. It’s fun, educational and memorable... as luxury travel experiences should be!” -  
Connections California 2019*

**Stacy Small, CEO/Founder, Elite Travel International, USA**

Elite Travel International is the go-to boutique luxury travel firm for high-level business and leisure travelers worldwide. Founded by Stacy Small in 2005 in response to the growing demand for a unique type of luxury travel firm, Elite Travel International is run by a new generation of dynamic travel consultants who specialize in evaluating, personalizing, and planning clients’ travel experiences based on their own personal knowledge and understanding of today’s definition of luxury travel.



*“As a first timer, I met the most relevant heads in the industry and was able to really connect on a business level, gaining a better insight into how our working relationships become the source of a mutually growing business. In the process, I met new colleagues and had a wonderful time.” -  
Connections Luxury in Portugal 2015*

**Gonzalo Gimeno, Managing Partner, Elefant Travel Consulting, Spain**

A small travel design agency with a big spirit. Founded in 2004 and with offices in Madrid and Barcelona, Elefant Travel Consulting’s team of senior travel designers have a strong focus on client services, curating unique experiences, which the team have personally tried and tested.





Connections Tokyo 2020

Participation Rate: TBC

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Thanks to the Tokyo Convention & Visitors Bureau, participation will be heavily subsidised for Tokyo's private sector. The amount payable is to be confirmed by Tokyo Convention & Visitors Bureau.



## TESTIMONIALS

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“I just wanted to send my thanks to you for such an interesting and memorable event. The organisation was first class and your team did a wonderful job from start to finish.

The level of buyer along with supplier was just perfect, I certainly made a tremendous amount of new contacts to which I believe we will do some great business with. You have certainly, gained an ambassador for your fantastic concept.”

RICHARD LEWIS, INSIGNIA

“Loved the show as a whole. The connections were great and the entire event was very well organized. Thank you and congratulations to the team that put a ton of work behind it, your dedication was very well perceived.”

RENATO VILLA REAL, ON MY WAY TRAVEL

“I truly appreciated all the personal attention to make sure that I experienced the full value of the event. I will always remember what a great time I had meeting very important clients.

I was very impressed with the Connections show and look forward to future opportunities to participate with you.”

CYNTHIA ORDYKE, THE WESTIN ANAHEIM RESORT

“The Connections format is very engaging and that’s what I love about it. You get to taste and smell and feel what Santa Monica is really about.”

MISTI KERNS, PRESIDENT & CEO SANTA MONICA TRAVEL & TOURISM

“I just wanted to convey my thanks to you for including me in this extraordinary experience. You and your team were so ultra-organized, and this unique method you’ve developed really did work to help me establish wonderful relationships – some friendships even – with suppliers. Between the casual dress code, the fun activities offered, and the small, manageable number of attendees, it all came together to work better than and other conference I’ve attended.”

ARIENNE OROZCO, HIATUS

“We’re thrilled with the Connections platform for Californian luxury travel because, it’s one thing to talk about California when you’re overseas to these clients, but it’s really a promise fulfilled when they’re experiencing it first hand. That’s what Connections brings to us.”

CAROLINE BETETA, PRESIDENT & CEO VISIT CALIFORNIA

“You and your team were incredible in regards to execution of a seamless, inspired and well executed event. I hope our paths continue to cross as I enjoy being a part of the Connections family.”

DANIEL BEN-EFRAIM,  
HOTEL CASA DEL MAR & SHUTTERS ON THE BEACH

“After my first Connections, and all the relationships and business I built from there, I said it’s the right way. It’s the way you have to do it. All the other forums forgot about the human touch. Connections didn’t. I attend Connections every year, it’s very special.”

TERESA BROCCOLI, PRESSTOUR TRAVEL DESIGN AGENCY

“I think an event in the high-end travel industry to reflect the industry that we are in. Too many conventions and events are rather forced in the way they present the event, and they force people to do business. Here Connections turns that on its head, and it’s a more informal environment which is more conducive to just having random encounters, that then leads to genuine business.”

MARC MEKKI, ODE TO JOY



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#ConnectionsWay



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