

# TOKYO

Timeless Temptations

## Connections Tokyo

13-16 NOVEMBER 2022



connections  
luxury



connections  
*luxury*

*Tokyo*

13-16 NOVEMBER 2022

Connections, the international private community for trusted decision-makers in luxury travel, will host its third bespoke event on behalf of the Tokyo Metropolitan Government and Tokyo Convention and Visitors Bureau this autumn.

Connections Luxury Tokyo will run from 13-16 November 2022 and will showcase the destination's finest luxury product to 30 selected global travel buyers. The event will be the first B2B luxury travel event to take place in Tokyo since the pandemic.

Luxury buyers will meet with leading suppliers including hotels, venues and experience providers using the 'Connections Way' – a pioneering approach to facilitating long-lasting business relationships through memorable, shared experiences. During one-to-one business meetings, delegates will be able to enjoy authentic, local experiences that showcase Tokyo's culture, cuisine and luxury offering.



## **The international private community for trusted decision-makers in high-end travel**

Presenting a powerful directory of decision-makers, including a versatile event programme, ConnectTALKS series, news bulletin and online platform, members can connect, share, learn and do business with the best in the industry, 24 hours a day, 365 days a year.

# **GBP 4.25 BILLION**

*buyer member spending power*

# **5,000+**

*decision-makers*

# **100%**

*carefully chosen & qualified*

# **95%**

*director-level & above*

# **50+**

*nationalities represented*





## The pioneering networking formula

At the turn of the millennium, the Austrian-born American neurobiologist, Eric Kandel was awarded the Nobel Prize for Physiology for discovering the role that memory plays in our brains; nothing is remembered without emotions.

We believe that Mr Kandel was spot on - he did not win a Nobel prize for nothing after all.

**Connections was born in 2014. Inspired by the science of mind and behaviour, we pioneered the *Connections Way*, a new-age networking concept which combines one-to-one meetings and memorable experiences to forge long-lasting business relationships.**

Today, the *Connections Way* of doing business has been experienced by thousands of leaders who have become part of our global community. Senior executives from around the world can connect and transform their businesses by utilising the *Connections Way*, and contribute to progressive conversations that will shape the future of their industry.

Designed for decision-makers, Connections is the next generation of doing business.

# Supplier Benefits

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

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





# Buyer Criteria

**Connections selects 30 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 Tokyo 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 Tokyo
- 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

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

- A recent itinerary from the past six 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
- A list of any luxury associations or memberships



*Connections, Tokyo TCVB and CRIL Privée delivered a world class leading luxury travel show that would be hard to beat. These guys truly do get it. Exceptional from start to finish. Thanks to your partners, hosts, DMCs and premium hoteliers and your excellent travel agents too, we've created lasting relationships from this one for sure. First class from start to finish.*



Mark Stiles - Blaycation

*I will be promoting Japan as a destination to everyone and ensuring my team and clients are inspired to travel there soon. I now feel confident in curating some incredible itineraries and can't wait to return. Tokyo is my new favourite city in the world.*



Mary Steadman - LURA Lifestyle

*"It was a real privilege to participate at Connections Tokyo 2020 – I learned so much and I am simply in love with everything Japanese now! The incredible culture, the delicious food and of course the amazing people we all met. There are so many great products to sell and I am so looking forward to working closer with the local Japanese attendees."*



Sonja Billi - SOBI Travel & Events



connections  
*— luxury —*

*Show video*

CONNECTIONS  
TOKYO

TOKYO  
JAPAN



**[Watch the 2020 show video](#)**

# connections *Luxury*

## Get in Touch

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#ConnectionsWay #LeadersDoBusiness



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