

Press Release: April 2021

Connections to return to Tokyo for private luxury event

Using their pioneering formula that builds long-lasting business relationships through shared memorable experiences, [Connections](#) will power the second bespoke event on behalf of the Tokyo Metropolitan Government and Tokyo Convention and Visitors Bureau.

Connections Tokyo will run from 10-13 November 2021 and will showcase the destination's finest luxury product to 30 selected global travel buyers.

The event will be supported by leading brands including The Capitol Hotel Tokyu, the Official Host Hotel, CRIL Privée & Cie, the Official DMC and Hotel Gajoen Tokyo and Hotel Chinzanzo Tokyo, event hosts.

Connections Tokyo will connect elite buyers with 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, buyers and suppliers will be able to enjoy authentic, local experiences including a traditional tea ceremony, calligraphy, Wadaiko drumming and Sake tasting.

Alongside business meetings, delegates will also take part in an educational programme which will address the evolving demands of the luxury traveller as well as the recovery and resurgence of the luxury travel market.

Masashi Imai, tourist promotion department manager for Tokyo Convention and Visitors Bureau, said: "After the great success of Connections Tokyo 2020, we are pleased to partner with Connections again to continue making inroads into the luxury travel sector. This strategic partnership allows us to target our key source markets in a personalised way, key to our recovery and the strengthening of our global profile as a luxury destination".

Micaela Giacobbe, founder and director of Connections, added: "We are delighted to be returning to Tokyo for the second edition of Connections Tokyo and to be working so closely once again with Tokyo CVB. This event will be a brilliant opportunity for our hand-picked buyers to network with Tokyo's leading luxury suppliers and experience the destination first-hand. With this being a great year for Tokyo, as hosts of the Olympics, we are thrilled to shine an additional spotlight on the destination for world leaders in the luxury travel space".

For more information about Connections, visit www.weareconnections.com or email Alex Roca on alex@weareconnections.com

-Ends-

Issued by:

Micaela Giacobbe

Connections

E: micaela@weareconnections.com

Note to editors:

Connections is the next generation of doing business. Designed for decision-makers, Connections has pioneered a new way of building trust through memorable experiences that lead to long-lasting business relationships.

Bringing together the industry's most respected travel agents and suppliers in destinations across the world, Connections has hosted over 40 global events since its inception in 2014, giving decision-makers the opportunity to meet through memorable experiences and educational debates.

Connections is based in London and forms part of Jacobs Media Group, the global voice for the travel and hospitality industries. Jacobs Media Group (JMG) offers an unrivalled multimedia portfolio which connects, informs and inspires these dynamic and evolving sectors. JMG has developed a market leading portfolio of brands with a truly multinational footprint spanning five continents. These brands include Travel Weekly UK, Aspire, The Caterer and Travolution.

In 2020, JMG won the Queen's Award for Enterprise International trade. JMG was recognised in the 2020 awards for outstanding short-term growth in overseas sales, having expanded its global business in the previous three years by over 50%.