

Press Release: January 2020

Connections confirms details of private luxury event in Tokyo

[Connections](#), the international private community for senior executives in high-end travel, has revealed final details of the programme for its first bespoke event in Japan.

Connections Tokyo will run in partnership with Tokyo Metropolitan Government and Tokyo Convention and Visitors Bureau from 9-12 February, and will showcase the destination's finest luxury product to 30 selected global travel buyers.

The event will be supported by leading brands including such as Andaz Tokyo Toranomon Hills and CRIL Privée & Cie.

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 Zen meditation, Samurai swordsmanship, Noshi making and an Edo-Moji experience.

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 emerging challenges facing the luxury travel market.

Masashi Imai, tourist promotion department manager for Tokyo Convention and Visitors Bureau, said: "Though the luxury market is still new for Tokyo, there is huge demand from luxury travellers to visit the destination. We have strategically partnered with Connections to create a tailored event which targets key source markets for Tokyo, allowing us to make major inroads into the luxury travel sector here, as well as strengthening our profile to the rest of the world."

Micaela Giacobbe, founder and director of Connections, added: "We have received an overwhelming response from our senior network of luxury buyers to attend Connections Tokyo in order to gain first-hand knowledge and experience. This event is an incredible opportunity to support the objectives of the Tokyo Convention and Visitors Bureau while helping our buyers facilitate high-end client requests."

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

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Note to editors:

Connections is the international private community for senior executives in high-end travel with a focus on luxury, as well as incentives, wellbeing, adventure and weddings. The brand brings together the industry's most respected travel agents and suppliers throughout the year, in destinations across the world.

Over the past five years, Connections has pioneered the *Connections Way* - a proven series of proprietary methodologies and approaches designed to create long-lasting business relationships between its members. Since its inception in 2014, Connections has hosted 30 global events, 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, Europe's largest travel and hospitality B2B media company. Other brands within the group's market-leading portfolio of print, digital and event products include Travel Weekly, Aspire, The Caterer and Travolution.