



**The global networking platform for senior
decision makers to create long lasting
business relationships**



connections

is built on the belief that
BUSINESS
is conducted between
PEOPLE,
not companies.

We believe that a business relationship founded on shared experience, trust and friendship will be deeper, more genuine and longer lasting.



Proud winners



of **Best Tradeshow 2015**
and **Best conference 2016**
by Eventex Awards

Hosted events



in over **10 countries**
on **three continents**

50+



buyer nationalities
represented

90%



supplier and buyer
outstanding satisfaction

95%



attendees at
director level or above



The Connections Way

WHAT TO EXPECT

At each carefully planned Connections event, you will be joined by up to 100 handpicked senior decision makers; a mixture of the industry's best travel buyers, world-leading suppliers and sponsors. All senior level.

You can expect to be inspired by travelling to a different global destination for each Connections event, where you will find an intimate and creative environment dedicated to nurturing business relationships. You will have the time to truly get to know your peers, while bonding over memorable experiences that give a flavour of whichever destination Connections is being hosted.



What do I get as a supplier?

- > Intimate access to an exclusive group of **leading buyers**
- > **Inspirational speakers** and roundtable discussions to provide stimulating insights and thoughtful debate
- > **One-to-one meetings 'The Connections Way'** - with a bespoke diary based on selected preferences
- > Up to three nights' **hosted accommodation**
- > **VIP ground transfers** from/to the airport
- > **All meals** during the event programme
- > Extensive **marketing and PR opportunities**
- > **Stimulating cultural experiences**





LUXURY

Focusing on the highest-calibre leisure agents and suppliers in the premium travel industry, Connections Luxury has taken its unique approach across the world, including Portugal, Abu Dhabi, China and Brazil.

Suppliers represent key and emerging luxury travel markets including hotel chains, boutique hotels, DMCs, airlines, private jet and yacht charters, cruise lines and destinations.

Buyers are handpicked through research and word-of-mouth recommendations. They represent key and emerging luxury travel markets and reflect the region in which the event is located.

WATCH



Event supporters



Traveller
Made®



The Telegraph **amadeus**
Global Partner

Event dates

Connections Luxury, Siena
25-28 February



MEETINGS

At Connections Meetings we match you with relevant buyers or suppliers, enabling you to forge valuable MICE connections and share ideas through memorable experiences. We carefully curate the content of our thought leadership sessions, so that you leave with more knowledge, a fresh perspective and new ideas for your MICE business.

Suppliers are the most relevant and handpicked meeting supplier brands including national, regional and city convention bureaus, hotels, DMCs, as well as event services.

Buyers come from all over the world – 70% are corporate and incentive meeting planners, whilst 30% are International Association meeting planners represent global corporations, eager to book their next international board meeting, global sales kick-offs or incentive trips.



WATCH



Event supporters



Event dates

Connections Meetings Algarve, Portugal
15-18 March



WELLBEING

Connections Wellbeing series brings together the world's best wellbeing suppliers and global luxury travel buyers looking to developing their understanding in this incredibly fast-growing sector. Events, held with the support of Wellbeing Escapes, blend executive-led networking alongside challenging and informative sessions, with hands-on practical experiences showcasing the latest wellness techniques.

Suppliers are globally-known brands who sell wellbeing as part of their core offering including hotels, spas and practitioners.

Buyers are established luxury agents and operators interested in building their understanding of wellness to better serve their clients.

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Event supporters



Traveller
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Global Partner

Event dates

Connections Wellbeing, Greece
6- 9 May

www.weareconnections.com



ADVENTURE

Connections Adventure is the global networking event series exclusively for experts in luxury travel adventure experiences. We bring together a handpicked group of delegates to learn from our up-to-the-minute educational content about high-end adventure travel, to discuss the trends and challenges facing the marketplace with their peers, and to do business in an environment that leads to longer-lasting business relationships.

Suppliers offer the most unique and authentic travel products on this planet – which enable travellers to discover natural wonders and enjoy life-enriching immersion in indigenous cultures.

Buyers are international specialists who are interested in adding extraordinary travel experiences to their portfolio. Whether it's trekking through the Himalayas, a wine trail from Chile to Argentina, or a photography tour of the Serengeti, we connect buyers with the right high-end adventure suppliers that will deliver the trip of a lifetime for their clients.

WATCH



Event supporters



Traveller
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The Telegraph **amadeus**
Global Partner

Event dates

Connections Adventure
28- 31 October





WHITE LABEL EVENTS

INTERESTED IN USING THE CONNECTIONS WAY TO POWER YOUR EVENT?

This means your event is effectively powered by the Connections team. You tell us what you want to achieve, the buyers you would like to attract, and we make it happen. We work with you to create a bespoke, one-on-one networking event, where your business will potentially be the sole supplier, and memorable experiences will set the tone for more meaningful relationships with the buyers you choose. Suppliers we've worked with include hotels, car hire companies, tourist boards and destination management companies.

Event dates

Connections Switzerland, 5-8 September





Insights & Partners

Alongside our global events programme Connections produces a range of strategic reports and content. Our industry reports, sponsored by Amadeus, are used to inform a global audience, allowing us to present content gathered from Connections events to the entire industry.

amadeus

Embracing Airline Digital Transformation

A spotlight on what travellers value

4 Embracing Airline Digital Transformation

Executive summary

We've entered the Fourth Industrial Revolution, an era of digitalisation, constant connectivity and digital workplaces. It's an era where artificially intelligent machines will complement global management, allowing the humans at the helm to benefit from more efficient and accurate outcomes, and where digital solutions are enabling businesses to serve customers in completely new ways.

And it's an era where there will be more pressure than ever for brands to get closer to consumers, understand what they value and gain maximum learning to drive better informed decisions about how to respond to each of their customers.

Interestingly, 82% of global CEOs are concerned about the relevance of their products or services, according to McKinsey's New or Near 2018 Global CEO Outlook Report. And almost half (45%) feel they need better average digital means to connect with customers.

So, how is the aviation industry faring in comparison to others when it comes to harnessing the potential of the Fourth Industrial Revolution to innovatively connect with travellers?

Compared with other industries, such as fashion, motor and even hospitality, aviation is a relative newcomer to understanding retail consumer techniques. Unlike brands outside the aviation industry, which have always had to engage with customers to compete in the market, traditional airlines often had a monopoly over regions and routes, and therefore were under little pressure to win over travellers and achieve brand loyalty. The issue is slightly different with the low-cost carrier business model, and these airlines have been under attack from sophisticated competitive marketing techniques as a result.

Now, however, airlines face saturated markets, where they have to fight to win and retain customers. And as marketing strategies need to not only deal with the Fourth Industrial Revolution, but to recreate the experience travellers have become accustomed to in other areas of their lives.

The success of current marketing, reaching consumers at the right time with targeted information – in becoming commonplace. It's about understanding all the influences customers are under at any given time – be it weather, election results or the latest social media craze – and always being ready to respond with relevant offers that will deliver something of value to them, then and there.

It's an exciting time. The aviation industry

is early on in the journey but airlines are starting to look beyond segmentation to understand what individual travellers value each time they make a booking and thinking of creating their offering accordingly to drive a sale.

Technology providers and airlines have been working together to enhance their booking experience and to follow customer through their journey, offering relevant touchpoints and service enhancements along the way.

"Quite often, the human brain produces emotional memories, with us firing a small nerve pulse between June and July, and we spend £100, where should I fly to?" says Professor Dennis Bullock, Director of the Erasmus Lab at the School of Tourism at Bournemouth University. "But most of our current technology systems

don't deal with unstructured questions; they deal with a demand like 'I need to book a flight to Rome next Friday – very structured, data driven enquiries.' To take the next stage of airline travel, technologies will deal with travellers in a different way that's going to get to a situation where travel behaviour will be analysed to the extent that airlines will be able to predict where customers are going to fly to next."

This paper will:

- Explore what makes airline travellers really value, and why behavioural theories to the flight booking process, including an analysis of the "Ploger" genre, that prompt customers to pay for an upgrade.
- Reveal which components of an travel are valued the most and the least by readers of the Telegraph, according to a survey created for this paper by Pineda and Connections. The results will be revealed throughout this report.
- Reveal the latest industry strategies for better understanding consumer values – and how influencers that are disrupting the way airlines will be generating their products to travellers in the near and not too near future.

Currently, the consumer looks for information. In the future, the information will look for consumers

Professor Dennis Bullock, Director of the Erasmus Lab at the School of Tourism, Bournemouth University

5 A Spotlight on What Travellers Value

The paradigm: product vs service vs convenience

What do passengers value most about airline travel? Why do they fly with one airline rather than another? How can airlines secure their brand loyalty? These questions can be answered by using the below paradigm to understand airline customers' values.

PRODUCT = factual/physical components of the flight

SERVICE = how customers interact with the airline during the journey

CONVENIENCE = time-saving components

The way you get everybody has a price for either to have a price, everybody has to have a value.

For airline customers, this value is the lowest price when they feel that the balance between product, service and convenience is achieved.

Each time a customer searches for a flight, they bring their individual values to the search:

PRODUCT: "It's a long flight – I want as much legroom as possible"

SERVICE: "I want to feel like my holiday has started as soon as I step on the plane"

CONVENIENCE: "I want a direct flight, I don't have time for a stopover"

On any given journey, a customer may place a different value on each component, depending on the context of their flight.

For each traveller, the balance between product, service and convenience will shift, affecting the overall price that they are willing to pay for a flight.

Q When booking a flight, which of the following statements do you agree with most?

- 56%** The total package is most important to me.
- 24%** I look for the lowest price.
- 20%** I would always book with my preferred airline unless there is a significant difference in price.

Source: Global Airline Customer Survey, conducted by Connections and the results of the survey are reported by The Telegraph (UK), last page 2 of the magazine.

Our network of leaders and decision makers gives us access to a wealth of expertise and experience. When we bring you all together to bond, we also use the opportunity to gather insights – and see where the travel industry is heading.

Speakers include:

- > **Alfredo Pineda**, CEO, SHA Wellness
- > **Anna Bjurstam**, Vice President of Spas & Wellness, Six Senses Hotels Resorts Spas
- > **Celynn Erasmus**, Co-Founder, Resilient Energy Centre
- > **Ewan Macleod**, Chief Digital Officer, Nordea
- > **Jason Atheron**, Michelin starred chef
- > **Jay Shetty, Host**, Presenter & Producer, The Huffington post
- > **Ken Segall**, former Creative Director of Apple
- > **Tarun Tahiliani**, Director, Tahiliani Design

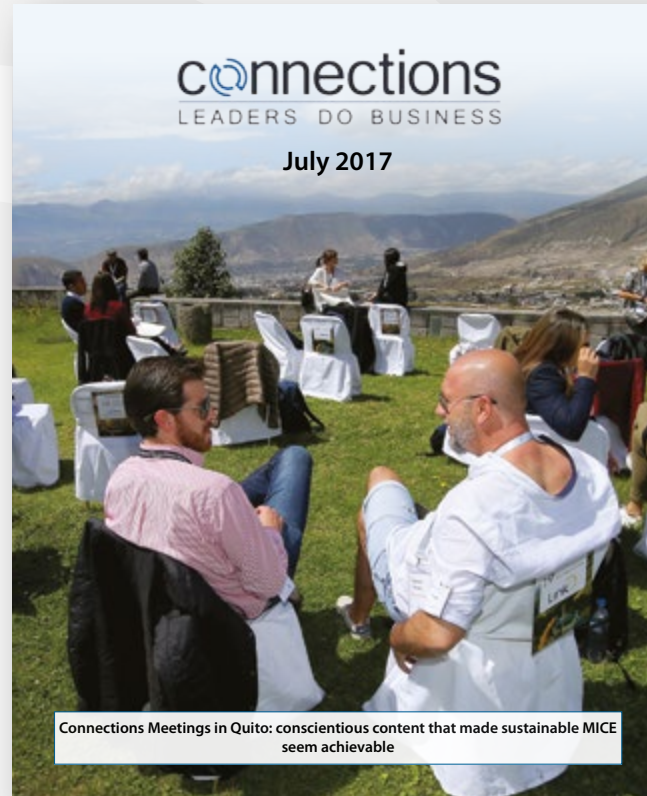


Insights & Partners

In addition to weareconnections.com, a bi-monthly digital publication focuses on the latest news and trends for international luxury leisure, meetings and wellbeing professionals. The digital edition also includes insight from industry experts and the Connections events portfolio.

Distribution:

- > 7,000+ senior luxury professionals
- > 10,000+ senior meeting planners
- > 100+ media groups
- > 100+ partner associations



As part of Jacobs Media Group, Europe's largest business-to-business travel & hospitality media brand, we are able to distribute content across Europe, the Americas and Asia. At a Connections event, you may be filmed for a video interview for our Connections Leaders YouTube channel. Similarly, a journalist may interview about your business for Travel Weekly or Aspire magazines, website and newsletters.



Connections social calendar 2018



Exclusive to our clients only, we also offer further networking opportunities to engage with senior leaders at specific social gatherings.

Places are allocated on a first come first served basis, subject to availability and free of charge to



Thursday 11 January

Connections Social Dinner, The Globe Travel Awards, London

Wednesday 7 March

Connections Social Dinner, Berlin

Monday 23 April

Connections Social Dinner, Dubai

Monday 30 April

Connections Social Dinner, The Hall of Fame, London

Tuesday 15 May

Connections Social Dinner, Frankfurt

Monday 11 June

Connections Social Drinks, Miami

Wednesday 27 June

Connections Social Drinks, London

Tuesday 3 July

Connections Social Dinner, The Cateys, London

Monday 10 September

Connections Social Drinks, Marrakesh

Tuesday 6 November

Connections Social Drinks, London

Wednesday 28 November

Connections Social Dinner, Barcelona

Monday 3 December

Connections Social Dinner, Cannes

Tuesday 4 December

Connections Social Lunch, Cannes

EVENT DATES

Event	Location	Date
Connections Luxury	La Bagnaia Golf & Spa Resort Siena, Curio Collection by Hilton, Italy	25-28 February
Connections Meetings	Anantara Vilamoura Algarve Resort, Portugal	15-18 March
Connections Wellbeing	Out of the Blue Capsis Elite Resort, Greece	6-9 May
Connections Argentina	Palacio Duhau Park Hyatt Buenos Aires, Argentina (Argentinean suppliers only)	26-29 August
Connections Switzerland	Gstaad Palace, Switzerland (Swiss suppliers only)	16-19 September
Connections Adventure	Intercontinental Ljubljana, Slovenia	28-31 October



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