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Connections to Showcase Award-winning Networking Formula in Peru

Event will focus on four key luxury travel sectors: adventure, meetings & incentives, wellbeing and weddings

Connections, the international private community for senior executives in high-end travel, is set to showcase its award-winning networking formula to the luxury travel industry in Lima, Peru, from 12-15 July 2020 in partnership with Promperu.

Focusing on the four key luxury travel sectors of adventure, meetings & incentives, wellbeing, weddings, the event will invite up to 120 global buyers to meet with up to 120 global suppliers, all of whom will be pre-qualified members of the Connections Community, representing the best in the industry. Over the course of the event, they will be introduced through one-to-one meetings and experiences and networking lunches and dinners in an intimate and relaxed environment.

Connections in Peru will invite attendees to immerse themselves in a unique sample of local, authentic experiences, such as sampling traditional Peruvian cuisine, crafting pollera skirts and chullo hats and participating in beach activities, nature walks and more.

Marisol Acosta, Director of Tourism Promotion, said: “We are very much looking forward to working with the Connections team to bring their unique event concept to Lima. Their personal and intimate approach to brokering meaningful business relationships is extremely innovative and we have no doubt that this event will support Peru in achieving global visibility as a luxury travel destination.”

Micaela Giacobbe, founder of Connections, said: “We are really excited to welcome members of our international private community to experience Peru first-hand. Rich in gastronomy, culture and landscape – from the beautiful jungles and mountains to its sweeping coastlines – it is a destination that is still very much undiscovered by the luxury traveller. We hope to help change that.”

Since its launch in 2014, Connections has developed an approach called *The Connections Way* with the support of leading travel associations and brands. The approach facilitates long-lasting business relationships through memorable shared experiences at signature events around the world.



To learn more about Connections, visit weareconnections.com or email Greg Reeves on greg@weareconnections.com.

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About Connections:

Connections is the international private community for senior executives in high-end travel with a focus on luxury, meetings & 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.