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Second Series of Visit California Luxury Forum, Powered by Connections Confirmed for March 2020

Event will be hosted at the five-star, Five Diamond Monarch Beach Resort in Dana Point, southern Orange County

Following the success of the first event which took place earlier this year in Santa Monica, Connections, the international private community for senior executives in high-end travel, is once again set to showcase its award-winning networking formula to the luxury travel industry in California.

The second series is confirmed to take place in March 2020, at the five-star, Five Diamond Monarch Beach Resort in Dana Point, southern Orange County. The event will run in partnership with Visit California and will be supported by leading sponsors, including Visit Dana Point, Monarch Beach Resort, The Ritz-Carlton, Laguna Niguel and Marriott Laguna Cliffs.

Caroline Beteta, president & CEO of Visit California, said: “Connections’ unique networking model is very much in line with our marketing strategy for California as the Golden State of Luxury. This year’s event successfully showcased the best of Californian luxury travel to key clients from across the globe.

“The Connections platform, which has been designed with the travel trade in mind, has been a game changer for us, and we are very much looking forward to working with the team to deliver the second series, which will put Dana Point on the global luxury travel map.”

Connections will bring a hand-picked selection of luxury agencies representing California’s key and emerging source markets to meet with the region’s finest suppliers. The immersive event will also welcome distinguished CEOs from Californian destination management companies, providing a strategic platform for them to engage with.

Dana Point is famous for being Southern California’s original surf town, and, more recently, for being the “Dolphin and Whale Watching Capital of the World™”. Experiences offered at the 2020 event will be local and authentic – pairing high-end luxury with the laid-back surf culture of Dana Point.

They will include surf lessons, whale watching, seaside golf and a visit to the beautiful island of Catalina.

Micaela Giacobbe, founder of Connections, said: “We are absolutely delighted to be returning to California to deliver the second series in Dana Point. Our bespoke destination events have been created to strategically target luxury travellers on a global scale by strengthening the destination knowledge of key luxury agencies. They also encourage our attendees to fully immerse themselves in local experiences which bring out the best of the destination.”

The 2020 Visit California Luxury Forum will also include an educational programme, which will address key trends and challenges facing the luxury travel market.

For more information about Connections, visit www.weareconnections.com or email Greg Reeves on greg@weareconnections.com.

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Issued by:
Pamela Badham
FOUR PR & Marketing
T: 07825 567808
E: Pamela@four-pr.com

Note to editors:

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.