

Press Release: March 2020

Connections reveals final programme for second Visit California Luxury Forum

[Connections](#), the international private community for senior executives in high-end travel, has revealed final programme details for its second bespoke event hosted on behalf of Visit California.

The Visit California Luxury Forum, Powered by Connections will be held in Southern California's original surf town of Dana Point from 8-11 March, and will showcase the Golden State's finest product to a hand-picked selection of global luxury travel buyers.

The event will be supported by leading sponsors including Visit Dana Point, Monarch Beach Resort, Pure Luxury Transportation, The Ritz-Carlton, Laguna Niguel, Marriott Laguna Cliffs, Surfing Heritage and Cultural Center, Ocean Institute, Altiant and GLP Films.

Dana Point's deeply-rooted surfing heritage and coastal life will be a key feature of the 2020 event, with an interactive programme designed to connect high-end international buyers with exceptional hotels, boutique properties, experience providers and destination management companies from California. Buyers and suppliers will connect during personalised one-to-one business meetings held in the *Connections Way* – the company's approach to facilitating long-lasting business relationships through memorable, shared experiences. Delegates will be able to participate in golf clinics, cardio drumming, ukulele lessons and ocean-inspired activities.

Visit California President and CEO Caroline Beteta said, "Dana Point is the perfect backdrop to host the second Visit California Luxury Forum, powered by Connections. This surf town epitomizes California laid-back beach luxury, and is home to Mission San Juan Capistrano, which plays an important role in the state's history. This event will educate, inspire and connect luxury travel leaders and showcase California as one of the world's preeminent luxury destinations."

Delegates in attendance will also participate in a thought-provoking educational programme created in partnership with luxury market research company Altiant. These ConnectTALKS sessions will present new insights into the high-net-worth traveller and address key trends and challenges facing the luxury market.

Micaela Giacobbe, founder and managing director of Connections, added: "Our bespoke events seek to uncover the more unknown experiences available in a destination. The coastal resort of Dana Point – with its surfing heritage and whale watching claims to fame – is one of California's hidden gems just waiting to be discovered. We are very much looking forward to showcasing this destination to our

selected senior network of luxury buyers while they meet with incredible suppliers from across California. It is truly a top destination for those seeking luxury, authenticity and adventure.”

As a small, invitation-only event in California where the health risk from COVID-19 remains low, the programme for the Luxury Forum is scheduled to take place as planned. Connections and Visit California continue to closely monitor and follow the recommended guidance of the World Health Organization to ensure the safety of all attending delegates and guests.

For more information about Connections, visit www.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.