

By inspiration only

Pure
LifeExperiences

★ The **life enriching** global travel trade show
16-19 November 2009 **MARRAKECH**

The **Only Focused**
Experiential
Travel Market

Special thanks to Kasbah du Toubkal

FOR IMMEDIATE RELEASE

The Adventure Travel Trade Association to Partner with Experiential Travel Trade Show 'PURE Life Experiences'

(London) 5th March 2009: In an invitation only, highly specialised travel trade gathering, specialist suppliers and hosted private travel designers representing the adventure and experiential travel segments will assemble in Marrakech, November 16-19, 2009, at PURE Life Experiences, the industry's first travel trade exhibition and conference dedicated to the 'Experiential Travel' sector.

PURE Life Experiences™, launched by Serge Dive and Sarah Ball, the original team behind International Luxury Travel Market (ILTM) in Cannes, and supported by the Adventure Travel Trade Association (ATTA) in the USA, arrives as 'experiential travel' gains significant ground within the leisure and hospitality market. PURE defines experiential travel as 'a journey away from home, involving a truly memorable and powerful experience (active, cultural, natural, social or spiritual) that will enrich a person's life and improve the way they connect with both loved ones and with the world'.

Adventure travel is a strong and important element of the burgeoning experiential travel sector. As a result, PURE Life Experiences™ saw no better fit for a strategic alignment than with the Adventure Travel Trade Association (ATTA), a global membership organisation dedicated to unifying, professionalising, promoting and responsibly growing the adventure travel market worldwide.

"As wealthy customers move away from the simple indulgence of bling holidays poolside towards more active and more experiential mini adventures abroad (what we call 'Survivor Chic' customers), the adventure travel sector will rapidly play a key role in the morphing DNA of an ever reinventing high-end travel market," said Dive. "Our decision to partner with the ATTA, came from a willingness to combine our expertise in the high end market, acquired after many years of working with the leading partners in the active and adventure travel sector, creating a team capable of facilitating the organisation of the newest and most exciting segment of the travel market, the experiential travel market."

Signaling strategic sector alignment, the 'adventure travel' segment, represented by the ATTA, will work with PURE to bring the leading conference participants and exhibitors from within the global adventure travel community. 'Adventure travel', as defined by the ATTA, is a strong match for PURE as the trade association views 'adventure travel', at its core, as a 'blend of physical, cultural and nature-based travel. For both adventure and experiential travel, ethical, responsible and sustainable are shared, core tenets.

"We are supporting this new concept as we believe it will help move the travel market to new levels," said ATTA President Shannon Stowell. "Truly conducive to business, PURE brings together leaders who can get business done within the right environment, within an innovative marketing context, and where each participant knows the other person they're meeting with is the right fit, a senior travel buyer and ready to make business happen."

Only buyers who have demonstrated a proven track record in producing for this specialist segment of the market will be qualified for the clearly focused, tailored business-to-business PURE networking event. The event is exclusively reserved for FIT buyers representing travel agencies and tour operators. Only the genuine 'Private Travel Designers' of each agency, those who are influencing purchases, may attend.

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With one day of conference and three days of meetings, a computerized pre-scheduled meetings system, PURE provides the setting for tightly managed one-on-one appointment setting and networking periods. Restricted in the first year to up to 250 of the leading suppliers in this field, PURE offers an intimate and exclusive invitation-only forum leading to the right format to foster the creation of in-depth and long lasting business relationships with travel buyers. Buyers will represent key strategic markets whose clients are high-volume consumers of experiential travel. Only companies that represent the following categories will participate: lodges, retreats and unique hotels, discovery journeys, wilderness experiences, soft and extreme adventures, gastronomic and cultural escapes, events and festivals.

Note for the Editors:

PURE Life Experiences™ will take place 16 –19 November 2009 in Marrakech, Morocco. It is organised by Beyond Luxury Media Ltd.

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Download our brochure at:

www.PURELifeExperiences.com/inspireme.pdf



About ATTA

Established in 1990, the Seattle-based ATTA (www.adventuretravel.biz) is a global membership organisation dedicated to unifying, professionalising, promoting and responsibly growing the adventure travel market worldwide. ATTA members include tour operators, destination marketing organisations, tourism boards, travel agents/ agencies, guides, lodges/ resorts/ attractions, media, and service providers. Host of the ATWS, the ATTA provides professional support, development, education, research, marketing, career building, networking and cost-saving resources to its members.



About Serge Dive

CEO of Beyond Luxury Media Ltd. Serge was the founder and former CEO of International Luxury Travel Market, largely acclaimed to be the world's most successful and efficient show for the travel trade. He sold the business to Reed Exhibitions in 2005 and launched with them the award winning Asia Luxury Travel Market in Shanghai, considered to be the leading travel event in Asia Pacific. Serge is on the Advisory Board of Kiwi Collection, a major luxury online retailer. He is also a non-Executive Director for Hurun Report, a leading luxury publication in China, a travel and luxury writer for various publications and a Jury member for US based Forbes Traveler in charge of nominating the world's best hotels.



About Sarah Ball

Sarah has legendary status in the travel industry. As Marketing Manager for the International Luxury Travel Market she was largely credited to successfully mastermind the presence of the world's top luxury buyers during the first 5 years of the show. She then went on to lead the marketing drive for luxury adventure watch brand, LINDE WERDELIN before joining Beyond Luxury Media Ltd. to Co-Found PURE Life Experiences™. Sarah's feet have naturally landed her back, close to her passion, in the world of travel. Buyers are already knocking at her door to secure a spot for November 2009.

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