

Pure  
LIFE EXPERIENCES

STRICTLY

by INSPIRATION

ONLY



**DIFFERENT BY NATURE.**

THE LIFE ENRICHING GLOBAL TRAVEL TRADE SHOW SINCE 2009.

12 - 15 NOVEMBER 2012 - MARRAKECH

# No ordinary travel trade show – By Inspiration Only...

Once a year, the world's most innovative travel experience creators join forces to conduct business.

## Places + Passion + People = PURE Life Experiences

Quite simply, PURE Life Experiences is the only place you will find the most innovative collection of travel experience creators together in one room, ever.

At this point, we won't hold back. It's not in our nature. We are so passionate about niche high-end travel products that we just have to come out with it!

Since 2009, we set out to bring more context to the travel world. To bring to light, the most exciting sector of travel for many years, the high-end Experiential Travel market. We know most people say, 'why do we need another travel show' but our firm belief is that we need shows like PURE to create real marketplaces with real focus.

Essentially, we would love to do each and every trip that the Selected Suppliers bring to PURE, so our job is quite frustrating on a daily basis! We connect with these entrepreneurs and relate to their passion of providing something truly unique and life enriching to HNWI clientele. This is why we invite them to join us in Marrakech for PURE Life Experiences. The Private Travel Designer has the hard part, filtering all the exciting information and ideas they find at PURE, before taking them home to start planning the most creative travel itineraries any HNWI has ever seen.

Membership to the PURE Guest List will only ever be for these travel architects who are passionate about creating life-enriching travel experiences rather than for those just selling ordinary flop and drop holidays. After all, if it's not about changing people's lives why bother?

If you fancy making the Guest List as either a Selected Supplier or Private Travel Designer, we would love to hear from you. We prefer telephone so we can really get to know you better. So please call us on +44 (0) 203 176 4989 or email [inspireme@purelifeexperiences.com](mailto:inspireme@purelifeexperiences.com)

Together we can make a difference. We look forward to hearing from you.

The PURE team.



# Who will you rub shoulders with?

Even though we say it ourselves, PURE has a hidden talent for scouting out the secret travel weapons of all HNWI's, the Private Travel Designers.

## Unrivalled pedigree

PURE ensures each Private Travel Designer has a proven track record of creating innovative itineraries and generous business for this specialist segment of FIT high-end Experiential Travel operators. They create life-enriching journeys for the world's most sophisticated HNWI traveller, joining us in Marrakech from the four corners of the globe and operating within the most profitable and mature outbound travel markets. Their aim is to transform their clients through travel, ours is to transform their business through inspiration.

## The inspiration

This inspiration comes from the Selected Supplier Guest List comprised of truly committed travel professionals who have channeled their dedication towards their dream and passion. Each year their ongoing dream allows a select few to have the opportunity to experience authenticity and creativity at PURE. The detail for the different experience they provide is what they obsess over and makes them a perfect fit with us.

## Selected Suppliers on the Guest List include:

- Lodges, retreats & unique hotels
- Discovery journeys
- Health & wellness travel
- Gastronomic & cultural escapes
- Wilderness experiences, soft & extreme explorative adventures

# A defining moment — what is Experiential Travel?

‘A journey away from home, involving truly memorable, powerful and life-enriching experiences improving the way we connect with both loved ones and the world.’

## Keeping it PURE in the Red City

What better destination than the closest exotic destination to Europe - Marrakech, Morocco – to hold PURE Life Experiences.

For those who embrace the theme of PURE wholeheartedly, adding Marrakech to the mix simply enhances a great week of powerful networking opportunities in a fun environment. We'll entertain you and allow you to keep on exchanging hidden gems and ideas long into the evening... the difference with our event is that it doesn't really feel like work!

## Location, location, location!

Marrakech couldn't be easier to reach either by low cost carriers through Europe or via the hubs of London, Madrid, Paris or Casablanca if you're coming in from the Americas, Asia, Africa or Australia.

With the venue of the show, the Palais de Congrès, located in the centre of Marrakech, it's only a short distance to each of the PURE parties. Then return to one of the many stunning hotels where you can re-vitalise your senses with a traditional hammam, enjoy the hotel comforts and gather your thoughts for the next day of inspiration.

12-15 November 2012, Marrakech, Morocco

# Our vital statistics

12-15 November 2012 • Palais des Congrès • Marrakech



“ Congratulations for such an amazing event. PURE is much more than a trade show, it's being part of a global family of like-minded individuals sharing common values and vision on the way our industry should move forward. Thanks again for making it happen. ”

**The Menjangan,  
by Lifestyle Retreats**

“ Kudos to the PURE team for pulling off an exceptional experience. I had so many productive meetings at PURE, and I can honestly say that I envision collaborating with 99% of the people whom I met. The calibre of the properties and operators/DMCs in attendance was truly outstanding. The evening events and the sumptuous stay at La Sultana were the icing on the cake. ”

**Country Walkers**

“ Thank you for the great event you have created and keep improving on so successfully each year. I think it is fair to say that this year's showing promises to be as beneficial for us as it was the previous years, and it is currently the only such event where we would be interested and honoured, to participate in. ”

**Nihiwatu**

“ Our company's credo 'A TRUE ADVENTURE AWAITS YOU' describes precisely our experience in Marrakech. It was a four day-adventure in meeting like-minded people, who have the same dreams and goals, resulting in a delightful cultural mezze that was PURE and undiluted. ”

**Pacific Yellowfin Charters**

## Vital facts

**1** afternoon conference  
+ **3** day trade exhibition

**4.5** hours  
of pre-scheduled meetings  
per day

**Strictly trade**  
and by invitation only

**3** networking lunches

**Option to exhibit**  
with or without a stand

**4.3** hours  
of free networking per day

**3** evening events

Up to **42** meetings  
of 20 minutes each  
over 3 days

**Computerised**  
meetings system

Up to **410** Targeted Suppliers

Up to **450** Targeted Private Travel Designers

**International Private Travel**  
Designer programme

# PURE community

Join our PURE community all-year round

## PURE Private Network

At PURE it's all about being in touch with other Members all year round. Members gain privileged access to our online global networking platform throughout the year to stimulate creativity and discussion with others. It's a chance to network straight away and build relationships before our annual PURE gathering in November.

## Are you ready to 'Poke'?

We continue to innovate with new technology each year. In 2011 we introduced POKEN, a digital business card and briefcase that makes networking even more fun.

Members 'poke' each other by touching two POKENs. On doing so, they collect and exchange company information, which is then downloadable to your laptop.



# PURE founders

Some would say we're just exhibitionists! We think it's deeper than that.



Travel has the ability to be the most emotional, powerful and transformational experience in our lives. It reaches parts of our soul that other aspects of day-to-day life simply can't touch. We want to create the most inspirational travel marketplace which highlights just that.

Travel runs through our blood



**Serge Dive** was the original 'luxury guru' when he launched International Luxury Travel Market to create the first niche marketplace for the exclusive luxury travel sector before selling to Reed Exhibitions. As the market progressed and HNWI's moved up their hierarchy of needs to look for a more rewarding travel experience, Serge recognised this movement early on and formed Beyond Luxury Media Ltd. to create PURE Life Experiences. He is now the ultimate exhibitionist, well when it comes to niche travel markets!



**Sarah Ball** has followed a similar path to Serge within the high-end travel market. Largely credited for masterminding the marketing, PR and buyer programme for International Luxury Travel Market for the first five years of the show, she followed her passion for niche travel to join Serge in 2008 to launch Beyond Luxury Media Ltd and co-found PURE Life Experiences.

# Please do get in touch!

12-15 November 2012 • Palais des Congrès • Marrakech



# Pure

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