

Condé Nast  
**Traveller** PRESENTS  
**THE LUXURY  
TRAVEL FAIR**

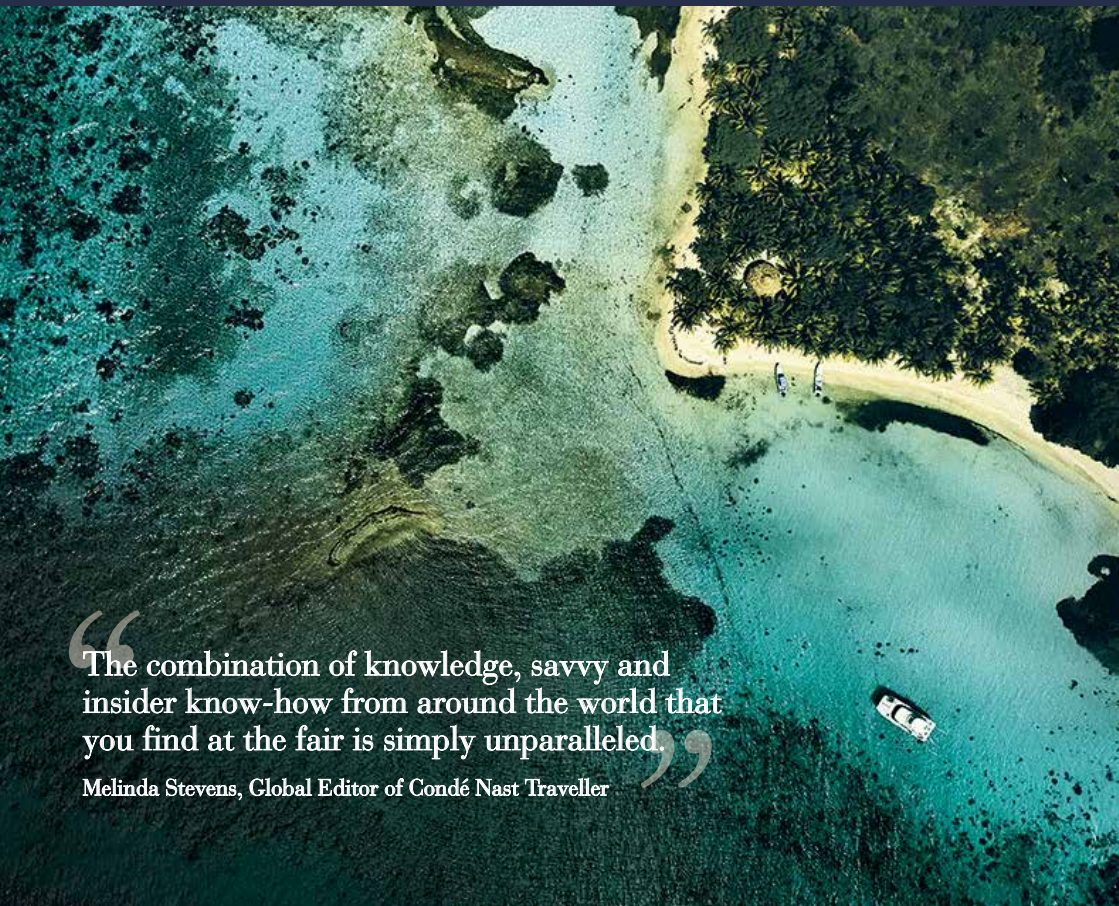
THE ULTIMATE EVENT FOR  
LEADERS IN TAILOR-MADE  
EXPERIENTIAL TRAVEL

3-6 NOVEMBER 2022

Established as the boutique must attend event for leaders in luxury travel looking to reach individuals searching for authentic, tailor-made travel experiences.

Taking place in the iconic Olympia London, on top of our dedicated audience of 12,000 affluent and discerning travelers, your brand will have direct access to an additional 53,000 high-net-worth individuals, as the Luxury Travel Fair is co-located with the Spirit of Christmas Fair and the Winter Art & Antiques Fair.

Distinguish your products and services amongst a hard to reach, high net worth audience and confirm your brand as one of the best in luxury travel.



“The combination of knowledge, savvy and insider know-how from around the world that you find at the fair is simply unparalleled.”

Melinda Stevens, Global Editor of Condé Nast Traveller



## REASONS TO PARTICIPATE

- Face-to-face marketing within a luxury environment – the ultimate way to inspire, build trust, meet life-long contacts and leave a lasting impression
- Make bookings and generate brand awareness
- Confirm your brand as one of the best in the luxury travel market, amongst the wealthiest consumers in London
- Generate brand alignment with two of the leading magazines of their kind

## THE FAIR EXPERIENCE

- Access a wealth of expertise and inspiration at the Traveller's Tales Theatre
- Enjoy an exceptional dining experience with royal caterers Mosimann's in the Winter Restaurant
- Host your clients in one of two Louis Roederer Champagne Bars with the finest glass of Cru
- Opportunity to bring your brand to life through creating an interactive experience at the Fair

“A little travel show gem  
in the heart of London.”

Carlo Schiesaro, Hip hotels



## OUR AUDIENCE

- Social Grade – 71% of our audience are the wealthiest ACORN segments in the country – (wealthy executives, prosperous professionals, educated urbanites, affluent greys)\*
- Encompasses richest 10% in the country
- Average household income – £158k\*\*
- Average age – 45
- Gender – 40% Male/ 60% female
- Geographical profile – 84% of visitors live in Greater London or the South East
- Audience take 11 trips a year (6 abroad, and 5 in the UK)\*\*
- Total average spend on Holidays per person is £7,943\*\*
- Total retail transactions made as a result of visiting Spirit of Christmas Fair is £24.9 million (£499 per head)
- Total number of visitors was 12,534 in 2019

### GOLD VIPS

Hand-picked high-net-worth individuals personally invited, enjoying complimentary entry, valet parking and glass of Champagne.

“As we advertise a lot in Condé Nast Traveller magazine we know the readers are the perfect target audience for our holidays. The Fair was very well organised with just the right number of guests allowing a high level of interaction.”

Laura Churchill, CV Villas

\*Research matched against CACI's ACORN categories.

\*\*Condé Nast Traveller.





## CO-LOCATED EVENTS

# Spirit of Christmas fair

HOUSE & GARDEN | 31 OCT-6 NOV 2022 | THE TIMES  
OLYMPIA LONDON | THE SUNDAY TIMES

The leading luxury shopping experience for designer-makers, artisan producers, and independent and high-end boutiques, with a proven track record of delivering an affluent audience with a passion for travel and luxury lifestyle.

## WINTER ART & ANTIQUES FAIR | OLYMPIA LONDON

1 - 6 NOVEMBER 2022  
PRIVATE PREVIEW 31 OCTOBER

The Winter Art & Antiques Fair presents over 20,000 objects of outstanding quality worth between £100 - £100,000 from the UK's top antique and collectible dealers, attracting thousands of collectors, connoisseurs, interior designers and high net worth individuals; making a truly luxurious and stylish event.

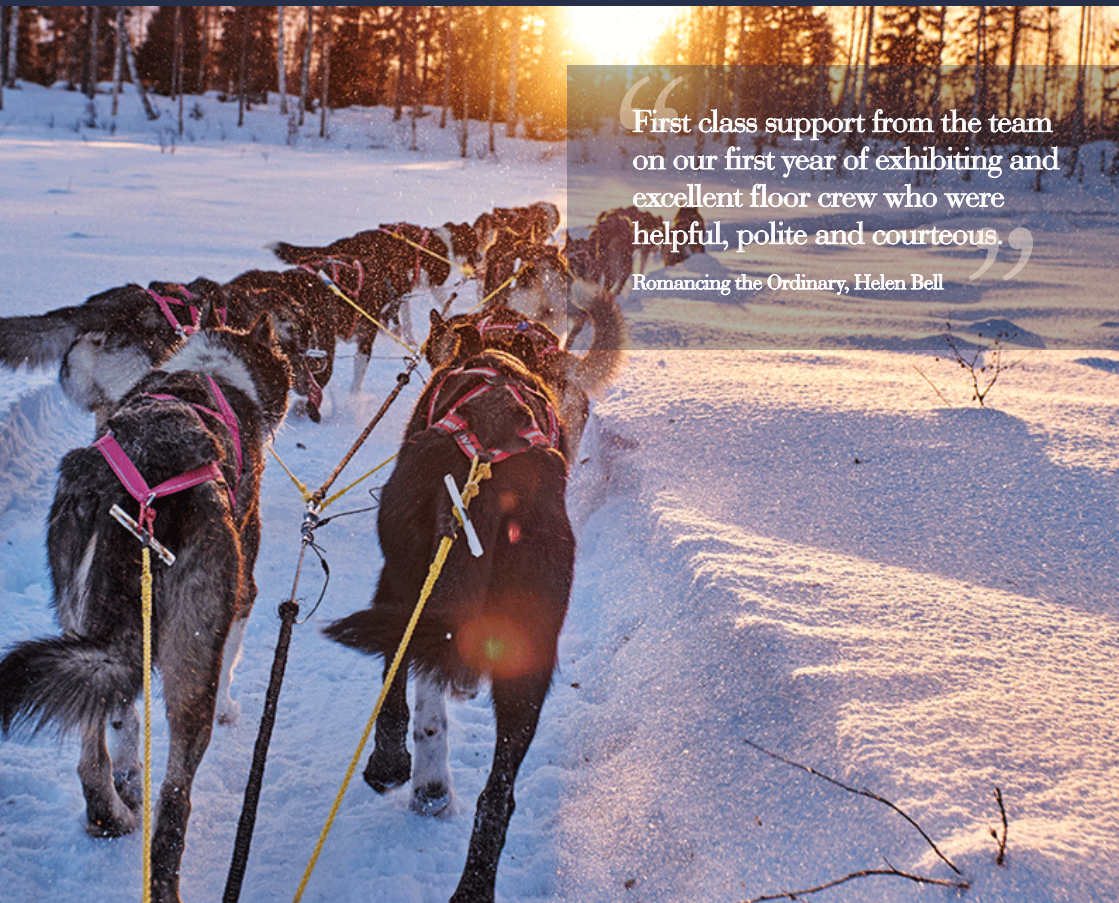




## EXPERTLY MARKETED FAIRS

A strategic and focused campaign targeting AB consumers in London and the South East:

- Highly targeted direct mail campaign to more than 120,000 including complimentary tickets circulated via Condé Nast Traveller
- Awareness generated via marketing partnerships through sponsors, partners and their members, clients and customers
- Visitor leaflet circulation to 785K consumers
- Email campaign distribution to 240K potential customers
- Dedicated PR campaign
- Coverage in national press titles including: The Times and The Sunday Times
- Targetted digital campaign
- Strategic social media campaign
- Promotion with our media partners via publishers letter, inserts, editorial, digital and advertising
- Carefully aligned marketing partnerships including HIP Hotels, Ten Concierge and Sheerluxe, as well as West London estate agents and private members clubs



“First class support from the team on our first year of exhibiting and excellent floor crew who were helpful, polite and courteous.”

Romancing the Ordinary, Helen Bell



## OUR PARTNERSHIPS



- Leading magazine and authority on luxury travel and lifestyle in the UK
- Print Readership of 140K monthly readers and 2M Digital unique users
- Condé Nast Traveller is "Britain's best-selling, upmarket, monthly travel glossy" (magazine) with 81,078 copies being sold monthly
- Highest circulating monthly travel glossy in the UK by 36%
- 4.7M Total UK Reach



- The definitive guide to stylish living, representing style, elegance and sophistication. Readership with interest in design and decoration as well as a passion for travel, arts, food and fine wine
- Total Readership of 303K monthly readers and 49K subscribers

## SPONSORS & PARTNERS

Fair sponsors and selected brand partners will generate awareness of the Fair among their members, clients and customers.

Confirmed sponsors include:

***Louis Roederer, Mosimann's, Explorers Against Extinction, Hip Hotels***

Contact us to find out more about sponsorship opportunities...





## HOW TO APPLY

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With availability limited to only the very best 100 luxury travel companies in the UK, please do not delay in securing your stand for this unique event. For further information on how to apply contact:

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