

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

THE ULTIMATE EVENT FOR
LEADERS IN TAILOR-MADE
EXPERIENTIAL TRAVEL

7-10 NOVEMBER 2024

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 the National Hall Gallery, on top of our dedicated audience of 12,744 affluent and discerning travellers, your brand will have direct access to a total of 55,000 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.

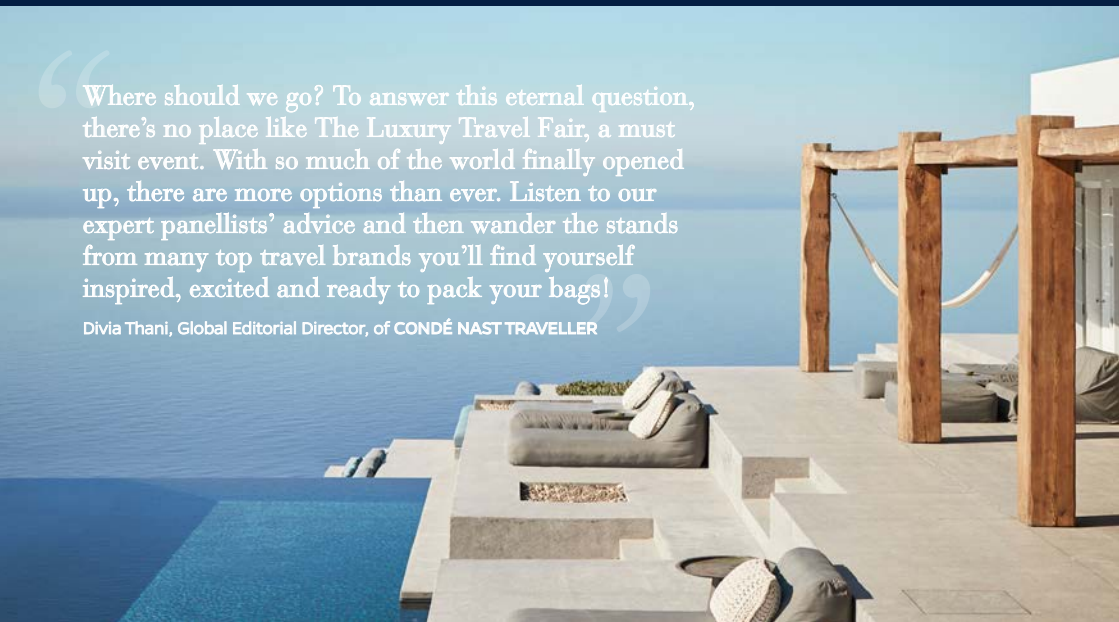


The Luxury Travel Fair 2023 Onsite Video

Click to watch

“Where should we go? To answer this eternal question, there’s no place like The Luxury Travel Fair, a must visit event. With so much of the world finally opened up, there are more options than ever. Listen to our expert panellists’ advice and then wander the stands from many top travel brands you’ll find yourself inspired, excited and ready to pack your bags!”

Divia Thani, Global Editorial Director, 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 José Pizarro
- Host your clients in the Louis Roederer Champagne Bar with the finest glass of Cru
- Opportunity to bring your brand to life through creating an interactive experience at the Fair

“We always choose to exhibit at the Luxury Travel Fair as it attracts an excellent level of client and enable quality brand exposure.”

Humboldt Travel, 2023



OUR AUDIENCE

- Social Grade – 79% 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 – £100k
- Average age – 35-60
- Gender – 40% Male/60% female
- Geographical profile – 76% 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 £9,347**
- Total number of visitors was 12,744 in 2023

PLATINUM VIPS

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

“This was the first time attending this travel event, though I am a regular exhibitor and speaker at other similar events. This, above most others, made a great effort to appeal to the right demographic, i.e. luxury level travellers looking for authentic experiences. The conversations I had during fit well with our 'personalised travel' ethos.”

Hidden Iceland, 2023

*Research matched against CACI's ACORN categories.

CO-LOCATED EVENTS

Spirit of Christmas

HOUSES | OLYMPIA | LONDON | fair
4 - 10 NOVEMBER 2024

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

4 - 10 NOVEMBER 2024

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 80,000 including complimentary tickets circulated via Condé Nast Traveller
- Awareness generated via marketing partnerships through sponsors, partners and their members, clients and customers
- In the run up to the Fair we attract over 100k visits to the website
- Email campaign distribution to 240K potential customers
- Dedicated PR campaign
- Targeted digital campaign
- Strategic social media campaign
- Promotion with our media partners via publishers letter, inserts, editorial, digital and advertising
- Carefully aligned marketing partnerships including Ten Concierge as well as West London estate agents and private members clubs

“It was great to showcase Rovos Rail at the Luxury Travel Fair again this year. We met old friends and made some new ones. The map of all the Rovos Rail routes is a show-stopper and a great conversation starter.”

Rovos Rail, 2023





OUR PARTNERSHIPS

Condé Nast
Traveller

- 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 76,226 copies being sold monthly
- Highest circulating monthly travel glossy in the UK by 36%
- 4.7M Total UK Reach

**HOUSE
& GARDEN**

- 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 47K subscribers

SPONSORS & PARTNERS

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

2023 Sponsors included:

Louis Roederer, José Pizarro, Battersea Bookstore and Charitable Travel

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


MAISON FONDÉE EN 1776
LOUIS ROEDERER
CHAMPAGNE

**JOSÉ
PIZARRO**


**CHARITABLE
TRAVEL FUND**
supporting tourism communities


**BATTERSEA
BOOKSHOP**

HOW TO APPLY

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:

Thomas Ross

Sales Manager

Thomas.Ross@clarionevents.com

020 7384 7968

“We've been exhibiting at The Luxury Travel Fair since the very beginning and it's an important date in our diary each year. The Fair offers us the opportunity to showcase our brand with a carefully selected and relevant audience which attracts both existing and new customers for us each year.”

Star Clippers

