

further east

12 - 15 NOVEMBER 2018
SEMINYAK, BALI

OVER 100 REGISTERED EXHIBITORS PROVE THE POWER OF THIS
DISRUPTIVE NEW MOVEMENT

The momentum just keeps growing for Further East, Asia's first barefoot luxury travel trade show, taking place at Alila Seminyak, Bali this November.

With eight months still to go before the inaugural edition of Further East, 115 registered exhibitors have already secured their place – with some of the biggest names in Asian luxury travel confirmed. The House Collective, Capella Bangkok, and Mandarin Oriental will be among the hotel behemoths doing business on the beach in Seminyak, alongside independently minded brands like Alba Wellness Resort; Azerai Can Tho; Awei Pila; and Sasayuri Ann. Joining them will be more than 200 luxury travel buyers, rounding off a stellar guest-list that's set to disrupt – and revolutionise – the high-end Asian travel space.

“To put it simply, there are no other ‘barefoot’ trade shows like Further East in Asia who are seen as disruptors and who showcase – and specialise in – inbound luxury travel. Boutique and lifestyle-led properties are developing faster in Asia than anywhere else in the world; therefore, Further East is the perfect platform for companies like Alila and Two Roads Hospitality Asia to reach a global audience.” Patrick Pahlke, Vice President of Sales, Two Roads Hospitality Asia

With a line-up this spectacular, it's no surprise that first-release rate packages are now sold out. A limited number of second-release exhibitor rates are still available but are selling quickly, so potential exhibitors are advised to book now – or miss out on what's set to be a groundbreaking four-day festival. Exhibitors will enjoy up to 42 pre-scheduled appointments; participation in AWAKEN, Further East's 'un' conference; three delicious networking lunches and incredible evening parties; and the opportunity to host Pre-and-Post trips for press and buyers.

“Just as Further East is poised to shift tradeshow perceptions in the World's most exciting travel region, Capella Bangkok is preparing to redefine luxury hospitality on the banks of the Chao Phraya River. It is only fitting that we chose the Further East platform to launch our vision of a tailored, generous Thai welcome.” John Blanco, General Manager, Capella Bangkok

Exhibitors can choose from three carefully curated packages: The Minimalist, for hotels with up to 80 bedrooms; The Embellished, for DMCs, cruises, jets or brands with up to two hotels; or The Distinguished, for the above plus brands with up to six hotels. Additional delegate passes are also available.

SEE WHO IS ON 'THE LIST' ALREADY FOR FUTHER EAST 2018

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ABOUT BEYOND LUXURY MEDIA

Beyond Luxury Media is a handmade and innovative media company dedicated to building marketplaces and creating communities for previously untapped high-end travel markets. Their portfolio of events has reached global cult status with their capacity to disrupt the conventional travel trade show model.

PURE Life Experiences is the worldwide leader for the experiential and transformational travel market, LE Miami is the worldwide leader for the contemporary travel market. We Are Africa is the worldwide leader for Africa luxury travel and is on a mission to rebrand Africa travel in a modern, positive and contemporary kind of way. Further East is Asia's first immersive event experience exclusively dedicated to inbound high-end travel.

Organised by London-based brand Beyond Luxury Media Ltd – organisers of the industry's leading high-end travel events, PURE Life Experiences (Marrakech); LE (Miami); We Are Africa (Cape Town); Further East (Bali), the Conservation Lab (Stellenbosch); and PURE Pursuits (global).