

further east

FURTHER EAST GAINS MOMENTUM AND HUGE SUPPORT FROM KEY INDUSTRY STAKEHOLDERS ON ASIA TOUR

There is no stopping the momentum behind the new event experience that is set to transform luxury travel in Asia.

Further East has received overwhelming support from leading industry names during the team's recent tour across Asia, to share Beyond Luxury Media's latest vision for the closest experience to a 'barefoot travel trade show'.

Further East secured partnerships with **Design Hotels; Leading Hotels of the World; Preferred Hotels & Resorts; Relais & Châteaux; Secret Retreats; Small Luxury Hotels of the World; and XO Private**. With the help of these influential associations, the first annual event will showcase a diverse blend of independently minded luxury brands with celebrated iconic hotels, building a powerful foundation for future events.

It is no surprise that Further East is creating such huge momentum across Asia. Not only will it become the region's only event to exclusively focus on inbound luxury travel, it will also offer key top-end travel brands a truly relevant context to share their story with the world. The unstoppable momentum is growing due to the credibility of Beyond Luxury Media's portfolio of ground-breaking events, which have reached global cult status with their **capacity to disrupt the conventional travel trade show model**.

In true Beyond Luxury Media style, Further East delegates will benefit from a state-of-the-art appointment system, have access to a creative think-tank un-conference, a festival of enlightening cultural programmes, and a social diary of exciting evening events. It is set to become a unique platform where connection and collaboration are encouraged and celebrated, as part Further East's quest to enhance the business and personal lives of all delegates.

With the support of event partners **Alila Seminyak, Potato Head Beach Club, Katamama Hotel and W-Bali Seminyak**, Further East looks set to become a powerful movement across the beach of Seminyak and beyond, uniting pioneers and explorers of Asian high-end travel in one space over four unforgettable days – and for years to come.

200 exhibitor packages will open from 14 November 2017. There will be a limited number of packages available in each of the four price tiers. **Buyer applications will launch on 27 November 2017**. Only exceptional international and regional senior decision-makers who stand out from the crowd will be hand-picked for the hosted buyer programme.

REGISTER YOUR INTEREST ONLINE AT WWW.FURTHEREAST.CO

