



Press release: May 2022

Connections to host first private luxury travel event in South Korea

[Connections](#), the international private community for trusted decision-makers in luxury travel, has confirmed its first event in Seoul.

Connections Luxury Seoul will be hosted in partnership with Seoul Metropolitan Government from 1-4 September and will showcase the destination's finest luxury product to 30 selected global travel buyers.

The private event will connect elite buyers from Connections with local suppliers including hotels, venues and experience providers using the *Connections Way* – a pioneering approach to facilitating long-lasting business relationships through memorable, shared experiences.

During one-to-one business meetings, buyers and suppliers will be able to enjoy authentic, local experiences that showcase the best of South Korea's history, culture and cuisine. Alongside business meetings, delegates will also take part in an educational programme which will address the evolving demands of the luxury traveller as well as emerging challenges facing the luxury travel market.

Choi Kyeng Ju, director general of the Seoul Metropolitan Government's Sports and Tourism Bureau, said: "Luxury travel is on the path of resurgence, and Seoul is one city that is using this time to be at the forefront of change.

"The Connections Way approach of doing business is highly successful. We are confident that this unique networking event will create trusted business relationships between luxury buyers and leading South Korean suppliers. As a result, we anticipate the value of inbound tourism to our spectacular city to grow."

Greg Reeves, managing director of Connections Luxury, said: "The increasing demand by our luxury agents for an event in Seoul led to the launch of this initiative, a first-of-its-kind for South Korea.

"Through facilitating engaging, experience-based business meetings between global buyers and the key players in Seoul's luxury travel arena, we hope to support Seoul Metropolitan Government's tourism objectives by raising the profile of this dynamic city, placing it firmly on the luxury travel map."

For more information about Connections, visit www.weareconnections.com or email Alex Roca on alex@weareconnections.com

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About Connections Luxury

Connections is the international private community for trusted decision-makers in luxury travel. The brand brings together the industry's most respected travel agents and suppliers throughout the year, in destinations across the world. Connections is the next generation of doing business.

Connections has pioneered the *Connections Way* - a proven series of proprietary methodologies and approaches designed to create long-lasting business relationships between its members. Since its inception in 2014, Connections has hosted over 50 global events, giving decision makers the opportunity to meet through memorable experiences and educational debates.

Connections is based in London and forms part of Jacobs Media Group, the global voice for the travel and hospitality industries. In 2020, Jacobs Media Group won the Queen's Award for Enterprise International trade. Jacobs Media Group was recognised in the 2020 awards for outstanding short-term growth in overseas sales, having expanded its global business in the previous three years by over 50%.