



**LIMITED
EDITION**
MIAMI BEACH

PRESS
RELEASE



Beyond Luxury Media carves out new marketplace for high-end contemporary travel with launch of Limited Edition

Serge Dive and Sarah Ball, owners of Beyond Luxury Media Ltd today officially announce the launch of Limited Edition, Miami Beach. Limited Edition is an innovative new trade show set to shake up the high-end travel industry and is dedicated to the thriving contemporary travel market. Present will be a curated selection of the world's hottest, on-trend, original, high-end travel suppliers and the world's most productive travel trade buyers (leisure, media/entertainment, business, corporate and MICE) who have exclusive connections with the 'Creative Class' - a new generation of lifestyle tastemakers travelling in a way which is more innovative and sophisticated.



Guest List of exhibitors will include:

Art & Design led Hotels | Couture Palaces | Prestige Boutique Hotels | Entertainment Hotspots | Funky High-Tech Hotels | Luxury Beach Pads | Stylish Snow Retreats | Foodie Hideouts | Spa Voyages | Über Boating | Private Aviation Services | In-The-Know Ground Operators | Cool Venues

Serge Dive, CEO of Beyond Luxury Media and Founder of Limited Edition says: "Our intention with this new show is to respond to the dramatic changes that our industry is facing and be the first to consolidate the high-end contemporary travel market. We want to create a much needed, fresher and more vibrant show that will act as a cure to boring travel and an antidote against large travel trade shows which may sometimes lack focus and still give too much importance to uninspiring and unsurprising suppliers."

Dive and Ball are the creative minds behind the launch of arguably the world's two most successful high-end travel markets, International Luxury Travel Market (ILTM - now owned by a global exhibition company) and more recently, PURE Life Experiences (PURE).

About Limited Edition, Miami Beach:

The inaugural show will take place on the 10th – 13th June, 2013, South Beach Miami.

Limited Edition will be a dedicated marketplace for high-end contemporary travel serving the Creative Class – a target market that already dominates the focus of many high-end travel marketers. And rightly so. Indeed, the Creative Class now represents 30% of the workforce in western societies and is growing by 7% every year* and they are considered to be the driving force behind the world's innovation, growth and wealth. The shift of affluence and influence from traditional old money customers to the Creative Class is single handedly changing the dynamics of the supply and demand of the high-end travel market.

Serge Dive, has this to say of the Creative Class: "Those in the Creative Class are increasingly turning their backs on traditional luxury travel suppliers often seeing them as too traditional, standardised, conformist and stuffy. They crave the latest travel products and services designed to be unique, on-trend, cultural, design-oriented, personalised, and in tune with the local neighbourhood."



The show will feature a format that is tailored to the needs of those in the industry: a hosted buyer programme, three days of trade show divided between pre-scheduled appointments (chosen individually by each attendee) and free networking time, three networking lunches, two glamorous evening parties and a series of workshops dedicated to new media, new technologies, branding, sales & marketing and design.

Sarah Ball, Co-Founder of Limited Edition says: 'Limited Edition will adopt a very different strategy in terms of buyer acquisition, responding to the needs of the high-end suppliers dealing with the Creative Class. These suppliers have a profoundly different sales and marketing strategy to the super-sized beach resorts and large 'cookie-cutter' traditional luxury hotel chains and to date there hasn't been anything on the exhibition circuit that really caters for their business needs. This is where Limited Edition comes in. By focusing only on this sector of the market we can be sure that Limited Edition will give them the insight, ideas and contacts they need.

There are two dominating constraints at the forefront of their minds:

Firstly, just like other luxury brands, they need to be associated with the right kind of crowd (cool, sophisticated yet on-trend, upwardly mobile and wealthy). They therefore need to have specific marketing channels that give them access to this group via trade buyers, event agencies, entertainment companies and the media. Secondly, as they usually have smaller operations with smaller inventories, they have a greater focus on high-end retailers with the view to lower distribution costs. Limited Edition – Miami Beach will bring to the event the buyers that specifically meet all their needs in terms of image and distribution strategy'

Sarah Ball says of holding the show in Miami: "The choice of location is always a strategic decision for a show as the host city must be both a great hub for market access and epitomise the spirit of the event. Set in the vibrant and diverse location of South Beach Miami, no other place could be more ideally suited to host a show of the global scope of Limited Edition. The USA is simply the world's greatest hospitality market, Miami is the airport hub for all Latin American countries, it has direct flights to most countries in the world and the city, which already plays host to Art Basel Miami and Design Miami is considered a worldwide trendsetter. But most importantly of all, it is already a seriously popular destination for the Creative Class."

Limited Edition, which promises to be as exclusive as previous shows that Dive and Ball have launched, is expected to be a very cost effective travel trade show. Early founding members will be significantly rewarded for booking early.

"After many successes in this industry, what really interests us is to create unique market places gathering the most creative players together, irrespective of their budget. Limited Edition will create a true community that will drive this industry towards a more innovative and inspirational offering," concludes Dive.

[* source: 'The Rise of the Creative Class' – Richard Florida and 'Europe in the Creative Age' – Richard Florida and Irene Tinagli]



Notes to Editors:

For more information contact:

Charlotte Stebbings

Beyond Luxury Media Ltd

Tel No: 020 3176 4989

Email: charlotte@limitededitionmiami.com

Website: limitededitionmiami.com

Company:

Beyond Luxury Media Ltd is a handmade and innovative media company with a personal approach dedicated to provide superior marketplaces for the high-end travel market. Specialists at creating and building communities for previously untapped high-end markets, Beyond Luxury Media has been responsible for carving out the key industry changing event for the high-end Experiential Travel market, PURE Life Experiences and now for the contemporary travel culture, Limited Edition.

Creators & Founders:

Serge Dive

Serge, CEO & Founder of Beyond Luxury Media Ltd is the man behind the creation of some of the world's most influential high-end travel market places. He was the creator and CEO of the world's premier and leading market place for the luxury travel industry: ILTM in Cannes, before selling it to a globally recognized exhibition company. As their consultant he then launched ILTM's sister event, Asia Luxury Travel Market in Shanghai (recently renamed ILTM Asia) and in 2009, he founded PURE Life Experiences in Marrakech with Sarah Ball.

Sarah Ball

Sarah, COO & Co-Founder of Beyond Luxury Media Ltd is one of the most accomplished marketers in the business world of hospitality and one of the most connected when it comes to leisure media and travel trade buyers. She was the mastermind behind the travel agent recruitment programme, marketing and PR for ILTM and brought the same expertise and marketing skills, strengthened at luxury watch company Linde Werdelin, to PURE Life Experiences when launched with Serge Dive in 2009.



Limited Editions' Guest List Profile:

Exhibitors:

Art & Design led Hotels | Couture Palaces | Prestige Boutique Hotels | Entertainment Hotspots | Funky High-Tech Hotels | Luxury Beach Pads | Stylish Snow Retreats | Foodie Hideouts | Spa Voyages | Über Boating | Private Aviation Services | In-The-Know Ground Operators | Cool Venues

Buyers:

Private Travel Designers - High-End Consumer Travel Agencies + Tour Operators | Media & Entertainment Agencies | Lifestyle Management Agencies | Outbound Concierge Services | Corporate Travel Management Agencies working on behalf of Creative Class companies | Director of Travel Services working in Creative Class companies | High-End Boutique and Creative Corporate, Incentive and Events agencies.

Media:

High-end consumer lifestyle & travel magazines (online and offline) | Lifestyle bloggers

