

MEDIA RELEASE

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BUSINESS EVENTS
NOOSA

NOOSA'S LUXURY TRAVEL EXPERIENCES SHOWCASED TO SOME OF THE WORLD'S LEADING LUXURY TRAVEL PROFESSIONALS

Tourism Noosa joined 75 of the world's best travel suppliers this week at the prestigious Luxperience travel event in Sydney returning for the first time in 3 years.

The event which has been running for 12 years connects high-end experiential travel advisors and professionals with the world's elite luxury suppliers.

Tourism Noosa's Trade and Business Events Manager Vynka Hutton represented Noosa's luxury product with a focus on new product and experiences from Evoke Experiences, Netanya Noosa, Niche Holidays Noosa and Makepeace Island.

"The event was jampacked with 60 appointments across 3 days with high-end luxury buyers for both leisure and corporate travellers. Appointments included a range of industry from media, wholesalers, inbound tour operators and agents from Australia and Noosa's key international markets of the USA, UK, Europe and North America".

"The trends we are hearing are that visitors are slowing down and travelling for longer. They are looking for that authentic holiday destination outside of the cities. Travelling for good and visiting destinations that are sustainably focussed, with authentic experiences in this space becoming more and more a priority for high-end travellers. This is good news for Noosa as many of our experiences align with this travel for good ethos" said Ms Hutton.

General Manager of Niche Holidays Noosa Bobbie Murphy commented on being showcased at the event. "This was a great opportunity to showcase our portfolio of luxury accommodation to not only key agents working in the luxury space but also a wide range of travel media".

Luxperience Event Director, Lynn Ormiston said buyers who have a long history of luxury travel expertise are keen to attend the event to find new and exciting experiences for their clients.

"Quality touring and unique experiences are a growing industry trend overall," Ms Ormiston said.

"Think 'behind the scenes' firsthand experiences that can't be found on Google but are known by true travel insiders with years of expertise and industry insights".

"This is where Luxperience offers the unique opportunity to connect the best high-end suppliers with pre-qualified buyers from Australia, NZ and the globe" said Ms Ormiston.

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Photo caption:

Tourism Noosa's Trade and Business Events Manager Vynka Hutton ready for appointments at Luxperience in Sydney.

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