



Do Not  Disturb

AN EVENT BY

**This is
Beyond.**

PUGLIAPROMOZIONE EXPOSURE REPORT 2024

HEADLINE PARTNER

PUGLIA




HEADLINE PARTNERSHIP

DO NOT DISTURB 2024

Do Not Disturb x Pugliapromozione: A Partnership in Ultra-Private Travel

Do Not Disturb proudly partnered with **Pugliapromozione** in 2024 to bring the world's most exclusive private travel show to one of Italy's most captivating regions. This collaboration positioned Puglia at the forefront of ultra-high-net-worth (UHNW) travel, affording the destination unparalleled exposure among the most influential private travel specialists worldwide.

By hosting **Do Not Disturb in Puglia**, the event spotlighted the region's **hidden gems**, secluded luxury, and bespoke experiences - aligning perfectly with the expectations of global UHNWI travellers seeking privacy, authenticity, and exclusivity. Through high-level networking, immersive experiences, and strategic brand visibility, Puglia was introduced to the most discerning buyers and exhibitors in the private travel sector, securing its place among the world's most desirable destinations.



DO NOT DISTURB | HEADLINE PARTNERSHIP



WHO ATTENDED

DO NOT DISTURB 2024

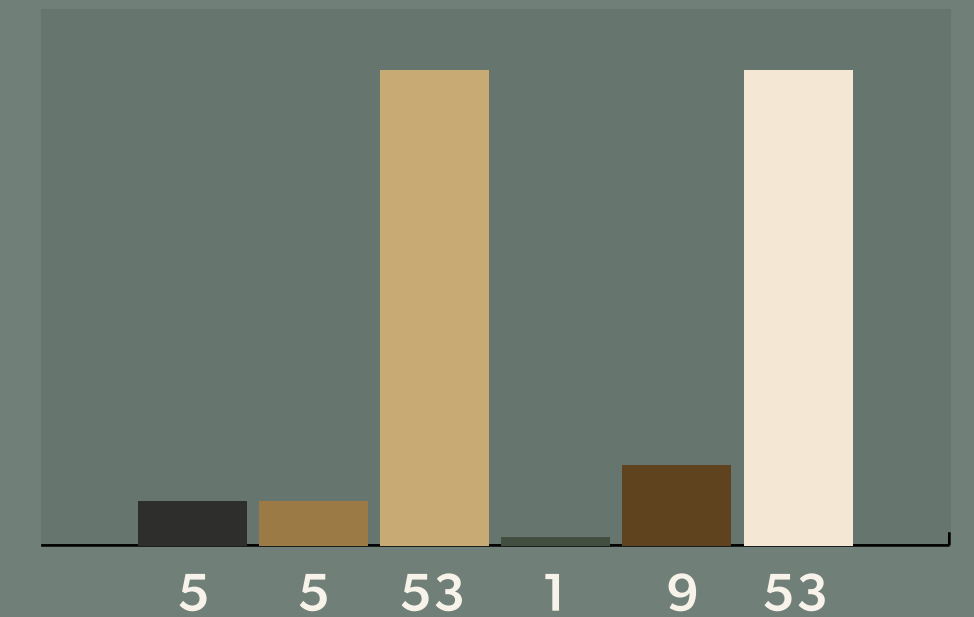
Buyers

The buyers attending Do Not Disturb were carefully hand-selected from regions across the globe, each curating itineraries for the UHNWI market. These private travel specialists, concierge professionals, and elite advisors hold the keys to the world's most exclusive escapes - seeking only the rarest, most secluded, and ultra-private destinations for their discerning clientele.



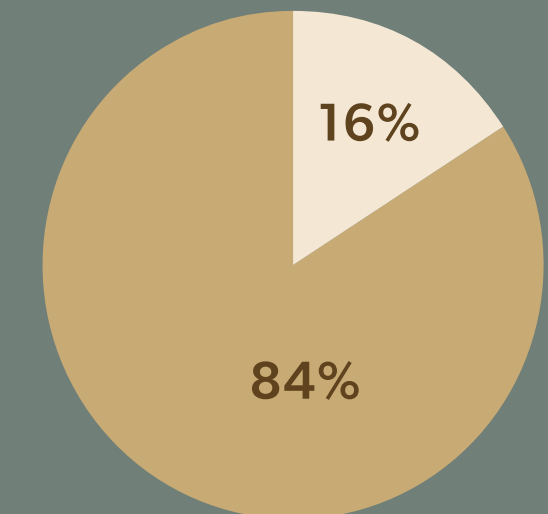
Market Breakdown

Asia (Emerging)	5
Middle East (Emerging)	5
Europe (Mature)	53
Europe (Emerging)	1
Latin America (Emerging)	9
North America	53
Total buyers	126



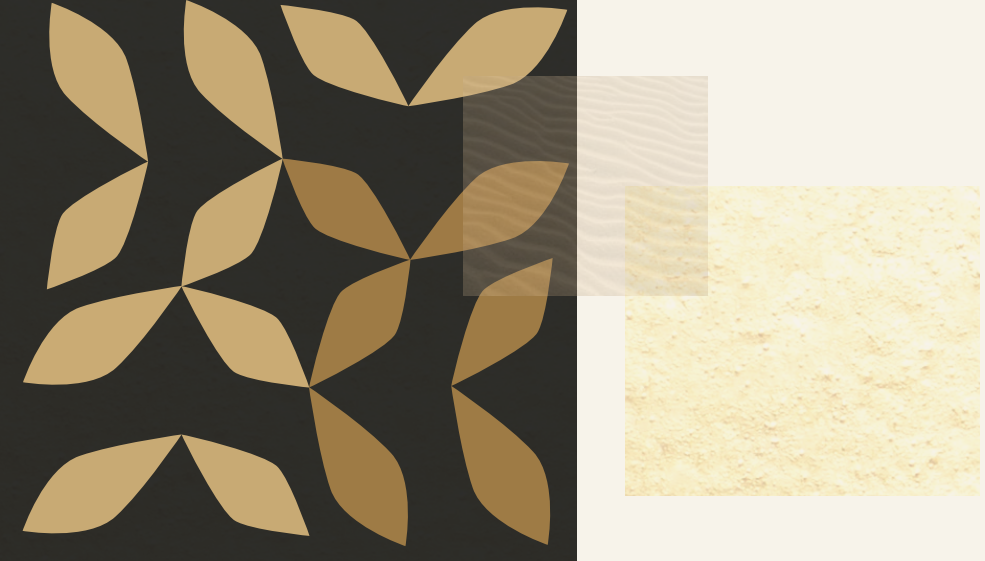
Mature vs Emerging Markets

84% Mature Markets
16% Emerging Markets



Buyer Retention

	No.	%
New buyers	91	72%
Repeat buyers	12	10%
Repeat company , new buyer	14	11%
Lapsed buyer	7	6%
Lapsed company, new buyer	2	2%



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DO NOT DISTURB 2024

Exhibitors

The exhibitors at Do Not Disturb represented the pinnacle of private travel - offering the world's most elusive and exclusive escapes. From private islands and luxury yacht charters to intimate boutique hotels, every exhibitor is meticulously selected to meet the uncompromising standards of the UHNWI market. These visionaries don't just offer accommodations; they craft rarefied experiences, unlocking access to spaces few will ever see.



**125 EXHIBITORS
FROM 95
COUNTRIES,
REPRESENTING ALL
SEVEN
CONTINENTS.**

WHO ATTENDED

DO NOT DISTURB 2024

Media

As the headline sponsor of Do Not Disturb 2024, Puglia captivated a curated selection of 15 top-tier press delegates from the world's most influential luxury and lifestyle publications. Representatives from Travel + Leisure, Conde Nast Traveller Italy & Middle East, Town & Country, Monocle, and more immersed themselves in Puglia's unique blend of seclusion, culture, and high-end private travel. With coverage spanning Qantas Magazine, YOLO Journal, Elle Decoration France, Il Sole 24 Ore, Dossier, and Travesias, Puglia's travel credentials reached a global audience of affluent travellers and decision-makers. This powerful exposure reinforces its position as a sought-after private travel destination, attracting high-value visitors in search of authenticity and exclusivity.



CONDÉ NAST ITALIA

Condé Nast
Traveller
MIDDLE EAST

Dossier

E L L E
DECORATION

Il Sole
24 ORE

CORRIERE DELLA SERA
Living


MONOCLE

TOWN&COUNTRY

TRAVEL+
LEISURE

TRAVEL
INSIDER 

Travesías

YOLO
JOURNAL



PUGLIA LOUNGE

DO NOT DISTURB 2024



SIGNAGE & ONSITE EXPOSURE

DO NOT DISTURB 2024



SIGNAGE & ONSITE EXPOSURE

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EXHIBITORS

Adara Manor, Ireland - Lodges & Cottages	E01	Handmade De Malhadina Nova, India & Chile	E25	Oh Jugl	D27
Aethas AG	E02	Hermes Galapagos Mega Catamaran by Via Matera	E26	Olympia Milano	D28
Aurelia Collection	E03	Homere	E27	Origo Escape	C04
Aman - Villas, Residences & Yachts	E04	HOTEL de LEN	E28	Palazzo Fuggi - Villa Luisa & Forte Village Resort Villas	D29
Aman Venice	E05	Hotel Tansenhot**** Superior	E29	Palazzo Luca	B03
America Collection	D01	House of Sligh	D02	Plan-B Morocco	F13
Art Private Resorts	E06	Hunt & Palmer Bespoke Air Charter	E30	Pugliaimmersione	A07
Asia - Exclusive Selling Experience	D02	Imagine Sailing	A02	Porto Zante Villas & Spa - Greece	F14
Asia Conierge	E07	Image Arts Travel	D17	Pure Escapes UAE	F15
Ayo In The Wild Luxury Travel, Sri Lanka	D03	In Residence by Pieter Brundyn	D18	Queen of Clubs	D30
Baona Private Island	D04	Indigena Experiences	A01	Rachia Estate	F16
Banyan Trees	D05	Insidethane	C12	Sandara	D31
Barroada Hotel & Villas	E08	Isles Secas	G03	SARIN Villas	D32
Belmond Exclusive Journeys & Places	E09	ITEM Travel	G04	Scorpios	F17
Blue Maldives	C08	Istanbul - The Private Island by Waterford Aerotele	A05	Secret Dalmatia	C01
Boutique Resorts and Maserati San Donato	A06	J.K. Residence Club, Roma	E29	Segna	F18
Boutique Hotel Alhambra & The Historic Villas	D06	KAZAZIAN Cruises Egypt	D19	Singla Private Villa Collection	F19
Boutique	E11	Kayborja Hall	D21	Southern Voyages Travel	F20
Burgess	D07	Kierosa House Estate	E30	Spirit of San Foster	F21
Castello di Casola, Tuscany	C03	Kentki Expeditions	E31	Stanza Baracca	D33
Castello del Monigiano	D08	Kinokoro Maldives Private Island	D22	Temperific Portugal & Spain	D34
Cherish Palm	D09	La Cipolla Estate	E32	Thanda Island	F22
Cherish Blanc Hotels by LVMH Hotel Management	D10	La Fiormentina Family Collection	D23	The Club House	D35
Cielo Aviation	E12	La Ferme de la Vallée	E33	The Largo Hotel	B04
Cinques	E13	La Grande Villa Rental	E34	The Lora - Residences & Villas	G06
Collection in the Wild	E14	La Grande Villa Rental	E35	The Royal Fortella - Private Residences	D36
COMO Parrot Cay	E15	La Grande Villa Rental	E36	The Sun Secret Private Collection	A04
Daanara Safari Camp	D11	La Grande Villa Rental	E37	The Tailor	F23
Dinara Chitambora	D12	La Grande Villa Rental	E38	The Thinking Traveller	F24
Discover Montenegro	C13	La Grande Villa Rental	E39	The Villas by Santa Collection	D37
DOMARCA	E16	La Grande Villa Rental	E40	South of Spice	F25
Dominic Nones	G	La Grande Villa Rental	E41	Treville Postano	D38
Dominique Delray Collection	D08	La Grande Villa Rental	E42		
Eden Back Villa Rental	D13	La Grande Villa Rental	E43		
Enigma	E17	La Grande Villa Rental	E44		
Enzo Alpina Hide	G01	La Grande Villa Rental	E45		
ETRA - Florence	E18	La Grande Villa Rental	E46		
Etosha by Time	E19	La Grande Villa Rental	E47		
Falder Alpin Lodge	E20	La Grande Villa Rental	E48		
Fiori Capria Private Homes	E21	La Grande Villa Rental	E49		
Five Star Geneva	E22	La Grande Villa Rental	E50		
FORESTIS Villa	E23	La Grande Villa Rental	E51		
Four Seasons Private Island Maldives at Naavu, Baa Atoll	E24	La Grande Villa Rental	E52		
French Promise	E25	La Grande Villa Rental	E53		
Gili Lankanfushi Maldives - The Private Reserve	E26	La Grande Villa Rental	E54		
Goodwood - Hound Lodge	E27	La Grande Villa Rental	E55		
Grace Bay Resorts - Private Villa Collection	E28	La Grande Villa Rental	E56		
Grand Villas of the Maldives Club	E29	La Grande Villa Rental	E57		
Haemida Les Milgros & Smith Park Ranch	E30	La Grande Villa Rental	E58		

SPECIAL THANKS TO OUR PARTNERS

HEADLINE PARTNER: PUGLIA
OFFICIAL PARTNER: X PRIVATE
EVENT VENUE: BORGO EGNAZIA NOWHERE ELSE
LOCAL EXPERIENCE PARTNER: INDIGENUS EXPERIENCES

LOCAL EXPERIENCE HOSTS

EPOCA COLLECTION, GRUOTE di CASTELLANA PUGLIA TUTTO L'ANNO, Le CARRUBE Maserati & Oltre, CALDERISI, MESSERIA TORRE GOCCO, PETTOLECCHIA COLLECTION, PAC, FIERE DI SAN GIULIANO

Do Not Disturb

created by **This is Beyond.**

SCAN HERE TO DOWNLOAD THE DO NOT DISTURB EVENTS AIR APP

GOOGLE PLAY STORE | APPLE STORE

THANK YOU TO OUR PARTNERS:

PUGLIA, BORGO EGNAZIA NOWHERE ELSE, INDIGENUS EXPERIENCES

AGENDA

MONDAY 11 NOVEMBER - ARRIVALS

14:00 - 18:00 DND BAGGAGE COLLECTION
15:00 - 18:00 HOTEL CHECK-IN
18:00 - 01:00 WELCOME DRINKS AND OPENING DINNER

TUESDAY 12 NOVEMBER

06:30 - 09:00 COFFEE AND GRAB & GO BREAKFAST
07:00 - 09:00 BREAKFAST
07:00 - 08:15 MORNING ACTIVITIES
08:00 - 08:45 BUSINESS DISCUSSION APPOINTMENTS
09:00 - 10:00 APPOINTMENTS
10:00 - 10:30 COFFEE BREAK
10:30 - 11:30 LUNCH EXCLUSIONS
11:30 - 13:30 APPOINTMENTS
13:30 - 14:30 COFFEE BREAK
14:30 - 17:00 APPOINTMENTS
17:00 - 19:30 FREE TIME
19:30 - 22:00 DINNER

WEDNESDAY 13 NOVEMBER

06:30 - 09:00 COFFEE AND GRAB & GO BREAKFAST
07:00 - 09:00 BREAKFAST
07:00 - 08:15 MORNING ACTIVITIES
08:00 - 08:45 BUSINESS DISCUSSION APPOINTMENTS
09:00 - 10:00 APPOINTMENTS
10:00 - 10:30 COFFEE BREAK
10:30 - 11:30 LUNCH EXCLUSIONS
11:30 - 13:30 APPOINTMENTS
13:30 - 14:30 COFFEE BREAK
14:30 - 17:00 APPOINTMENTS
17:00 - 19:30 FREE TIME
19:30 - 22:00 DINNER
22:00 - 01:00 AFTER PARTY

THURSDAY 14 NOVEMBER

06:30 - 09:00 COFFEE AND GRAB & GO BREAKFAST
07:00 - 09:00 BREAKFAST
07:00 - 08:15 MORNING ACTIVITIES
08:00 - 08:45 BUSINESS DISCUSSION APPOINTMENTS
09:00 - 10:00 APPOINTMENTS
10:00 - 10:30 COFFEE BREAK
10:30 - 11:30 LUNCH EXCLUSIONS
11:30 - 13:30 APPOINTMENTS
13:30 - 14:30 COFFEE BREAK
14:30 - 17:00 APPOINTMENTS
17:00 - 19:30 FREE TIME
19:30 - 22:00 DINNER
22:00 - 01:00 AFTER PARTY

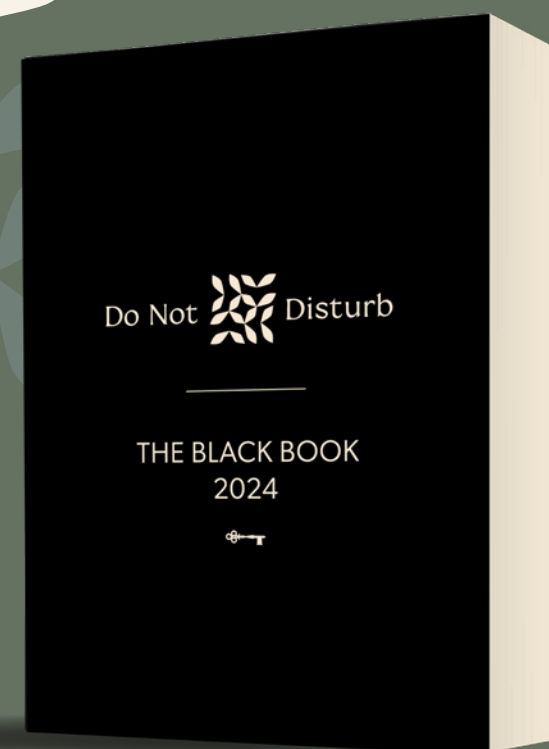
FRIDAY 15 NOVEMBER - DEPARTURES

07:00 - 10:00 BREAKFAST
08:00 - 11:00 CHECK OUT AND DEPARTURES

THE BLACK BOOK

DO NOT DISTURB 2024

The Black Book Listing & Full Page Advert



This is Beyond.

We create events that reshape industries into inspired communities.

One immersive experience at a time

THE CREATORS OF
 PURE L.E./MIAMI
 further east
 Do Not Disturb
 SEI
 WE ARE AFRICA

#WeAreINPUGLIA®

Molfetta
 Take a break and listen to the sea echoes, bewitched by the charming coastal villages where fishing makes time stand still.

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 weareinpuglia.it
 PUG PUGLIA ASSOCIATION - ASSIEM - ASSIEM 6.8
 ITALY

PUGLIA

Pugliapromozione
 Italy

Nome: Ufficio di Segreteria
 Email: a.dellagora@anet.regione.puglia.it
 Website: www.agenzia.pugliapromozione.it

Pugliapromozione is the regional Tourism Board of the Puglia region that works together with the private industry to place Puglia on top of the international travel market as the true unexpected Italy.

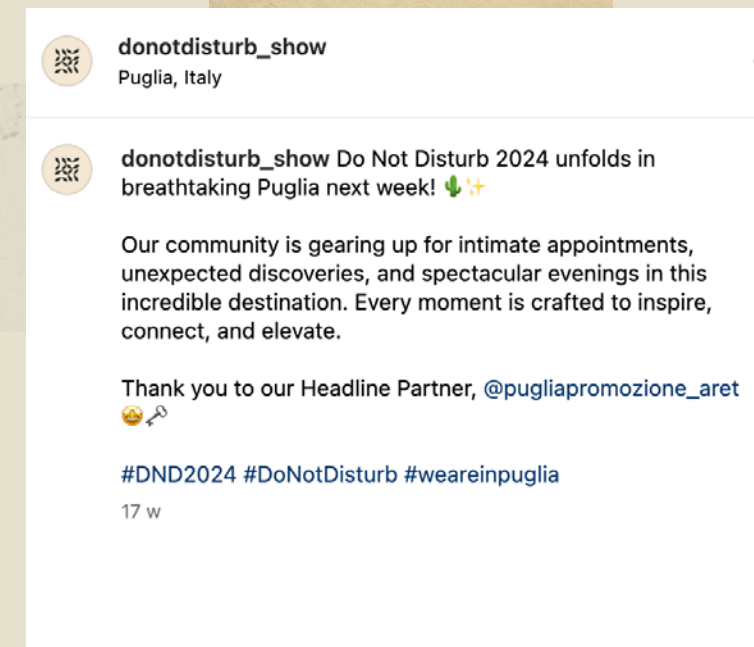
NOTES

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SOCIAL MEDIA

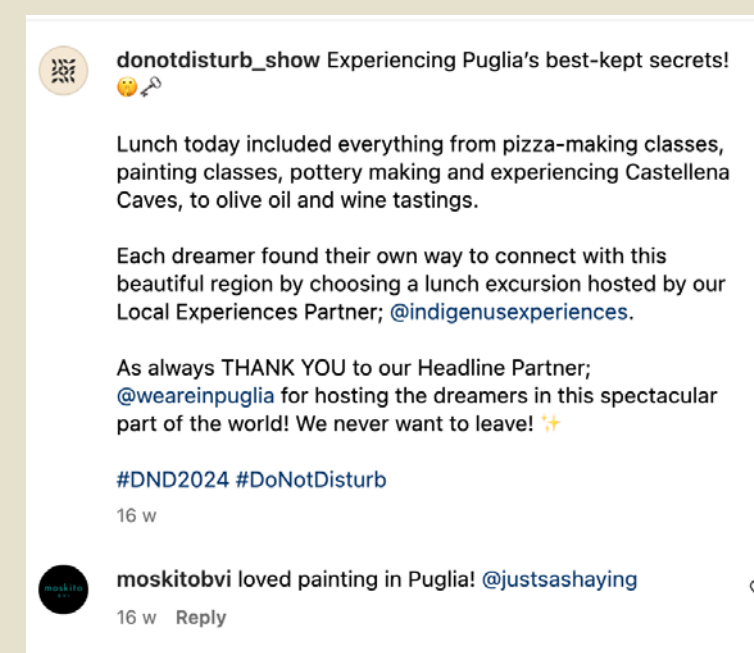
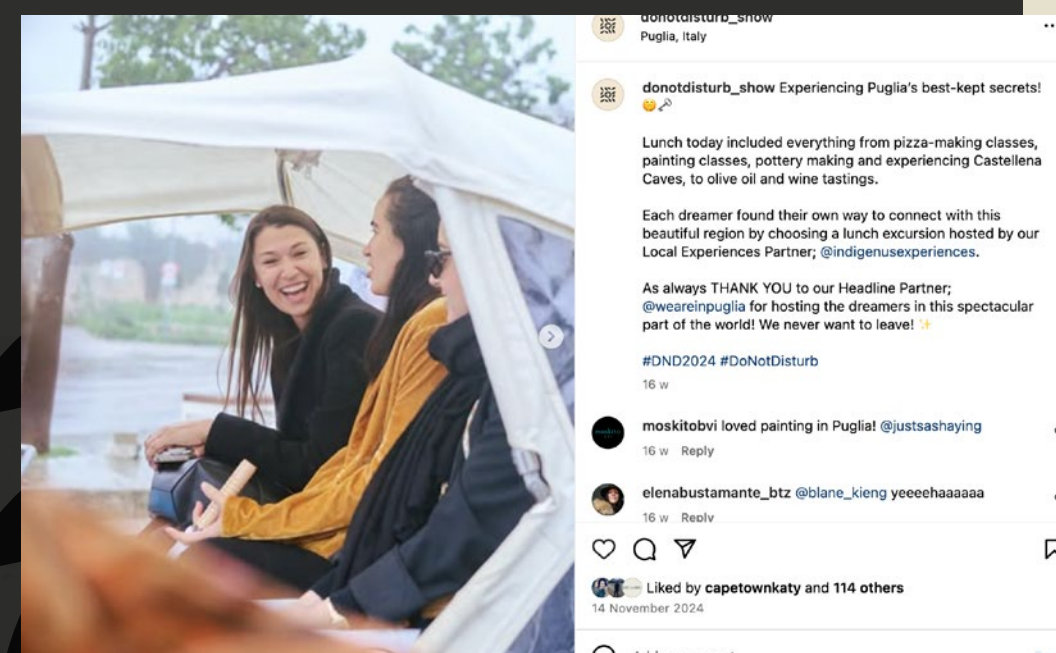
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Instagram
Followers: 5385



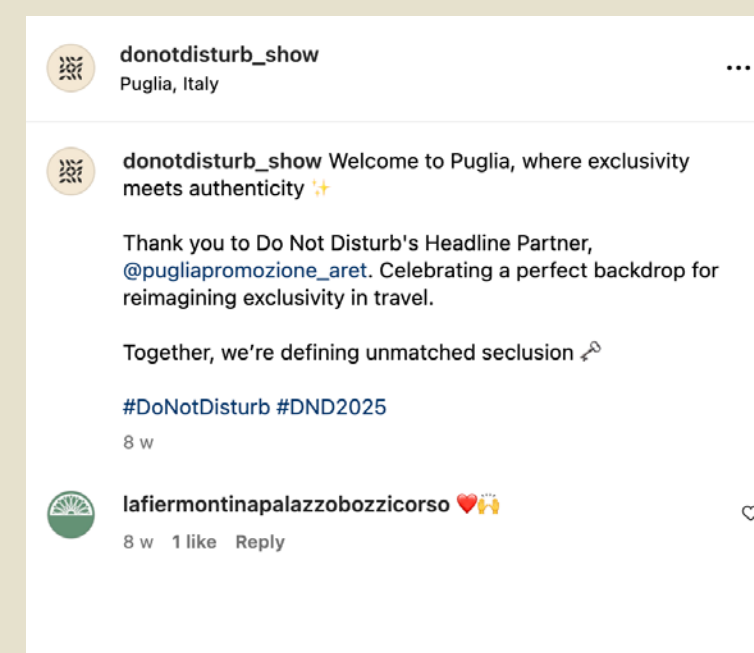
PUGLIA PRE-SHOW POST

Instagram:
Views 2,609
Reach 1,837
Interactions 124 – 119 likes,
4 shares and 1 save



PUGLIA DESTINATION HIGHLIGHT

Instagram:
Views 3,475
Reach 1,604
Interactions 123 – 115 likes, 3 comments,
4 shares and 1 save



PUGLIA POST SHOW POST

Instagram:
Views 4,707
Reach 3,612
Interactions 133 – 125 likes, 1 comment,
3 shares and 4 saves

WEBSITE

DO NOT DISTURB 2024

Prominent logo display on the Do Not Disturb home page and on every page in the footer banner.

12.1K monthly views

