

Do Not Disturb

9-13 NOVEMBER 2026

BORGO EGNAZIA, PUGLIA, ITALY

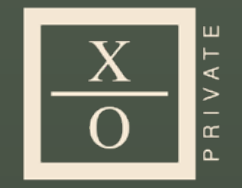
AN EVENT BY

**This is
Beyond.**

HEADLINE PARTNER



OFFICIAL PARTNER



EVENT VENUE



LOCAL EXPERIENCE PARTNER



REDEFINING EXCLUSIVITY IN TRAVEL



Do Not Disturb is an invite-only private travel gathering created by This is Beyond, taking place at Borgo Egnazia in Puglia, Southern Italy, from 9–13 November 2026.

Removed from the noise of the wider luxury market, Do Not Disturb convenes a trusted global community of private travel leaders united by shared values of discretion, intention and exclusivity. This is a space where privacy is prioritised over visibility, and meaningful connection takes precedence over scale

As demand for ultra-private travel continues to deepen, the show showcases the world's most exceptional private residences, exclusive-use properties, private islands, yachts and immersive experiences — alongside full hotel buyouts designed for the most discerning high-end clientele.

Do Not Disturb is where trust is built, relationships are refined, and the future of private travel is shaped — quietly, deliberately, and together.





WHY ATTEND?



This is the quintessential marketplace for global private travel specialists

Building on the continued strength of Do Not Disturb, the 2026 edition brings together a carefully curated global community of leading buyers and suppliers shaping the most private tier of luxury travel.

This is not networking at scale, but connection by design — uniting those who craft rare experiences for the world's most discerning UHNW travellers.

Do Not Disturb 2026 is designed to enable you to:

- Secure meaningful private travel business for 2027 and beyond
- Deepen relationships within travel's most trusted, highest-spending network
- Gain considered insight into the evolving expectations of ultra-private travel
- Share your brand with a highly receptive audience — with both the influence and discretion to amplify it

A LOOK BACK AT DO NOT DISTURB 2025



WHY BORGO EGNAZIA?



The simple answer is: how could we not choose this acclaimed idyll?

Borgo Egnazia is an award-winning architectural masterpiece, where white-stone architecture, open piazzas and quiet courtyards echo the traditions of Puglia. Just 45 minutes from Brindisi and one hour from Bari, the resort unfolds between rolling countryside and the crystalline blues of the Adriatic.

Secluded beaches, ancient masserie and sun-warmed cobbled streets carry the scent of lavender and citrus, while regional cuisine and unhurried rhythms root the experience deeply in place.

For Do Not Disturb, Borgo Egnazia becomes a self-contained sanctuary — a village entirely reserved for our private community. With 64 rooms and suites in La Corte, 112 casette gathered around Il Borgo's central piazza, and 28 private villas, it offers rare space, privacy and discretion for a week shaped by connection, calm and considered luxury.

Some of the accolades include:

- * Best Hotel of the Year
 - Virtuoso Best of the Best Awards 2016
- * #1 Best Hotel in Italy
 - Travel + Leisure 2018 World's Best Hotels
- * Stella Michelin 2019 and 2020
 - Ristorante Due Camini
- * Condè Nast Traveler
 - Gold List 2017 | 2018 | 2019 | 2020 | 2021
 - The Best Hotels in Europe
- * The World's 50 best Hotels
 - No 21 (2023) + No 63 (2025)
- * Travel + Leisure T+L 500
 - 2023 + 2024 + 2025
- * MICHELIN Guide's hotel selection
 - 2 keys
- * Travel + Leisure World's Best Awards 2025
 - 10 Best Resorts in Italy



We're looking for
thoughtful brands who
embody our ethos:
space, seclusion &
sustainability.



SPACE

From private islands to the world's most exclusive superyachts,
your property or service offers pure escapism – both
physical and mental – from the real world.



SECLUSION

Masters of discretion and avoiding crowds, privacy is your speciality – and
deeply personal, sky's-the-limit service comes as standard.



SUSTAINABILITY

Committed to protecting people and the planet, your ethos embodies
green principles. Private travel has often been at odds with sustainability:
you know they can peacefully coexist.



Do Not Disturb 2026 will assemble a unique guild in the private travel industry featuring up to:

160 Suppliers

Exclusive-use Properties, High-end DMCs, Hotel Buyouts, Private Aviation, Private Islands, Private Villas & Residences, Superyacht Charters.

145 Buyers

Private Travel Designers. Concierge & Lifestyle Management Services. Personal Assistants.

15 Top-Tier Journalists

Specifically chosen for their creative expertise, meet with the press who specialise in telling luxury travel stories to high-end audiences.

THE EXPERIENCE



Four

DAYS OF SHOWCASING YOUR BRAND
TO AN EXCLUSIVE COMMUNITY

Up to 39

PRE-SCHEDULED APPOINTMENTS WITH
GLOBAL PRIVATE TRAVEL BUYERS AND PRESS

Daily

NETWORKING AND DISCUSSION OPPORTUNITIES



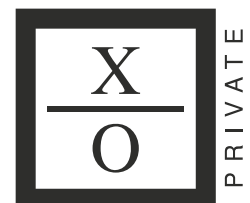
MINIMO

XO PRIVATE



- ✦ 1 Table with 2 chairs for meetings
- ✦ Company name board
- ✦ 1 Delegate registration
- ✦ 1 Set of appointments (up to 39 pre-scheduled appointments)
- ✦ 4 Nights accommodation
- ✦ 4 Networking breakfasts
- ✦ 3 Networking lunches
- ✦ 3 Networking dinners
- ✦ 3 Networking adventures
- ✦ Closing party extravaganza

Early Bird:	SOLD OUT
Standard:	GBP 15, 059 + VAT
Late Rate:	GBP 18, 069 + VAT



OFFICIAL PARTNER
OF DO NOT DISTURB

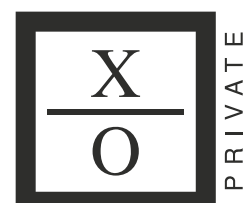
DIVANO

XO PRIVATE



- Private Lounge / Hospitality space for meetings
- Company name board
- 1 Delegate registration
- 1 Set of appointments (up to 39 pre-scheduled appointments)
- 4 Nights accommodation
- 4 Networking breakfasts
- 3 Networking lunches
- 3 Networking dinners
- 3 Networking adventures
- Closing party extravaganza
- An elevated stay at Borgo Egnazia

Early Bird:	SOLD OUT
Standard:	GBP 18,189 + VAT
Late Rate:	GBP 21,829 + VAT



OFFICIAL PARTNER
OF DO NOT DISTURB

WHAT OUR COMMUNITY SAYS



"Being part of Do Not Disturb is consistently inspiring. The calibre of buyers is exceptional, and they deeply value what we bring to their clients. The supplier community is equally strong, a peer group I am proud to stand alongside. Time spent with fellow dreamers reinforces my drive to grow, innovate, and refine what we offer. With a remarkable venue and a thoughtfully curated programme, Do Not Disturb creates genuine opportunities for meaningful connection. I always recommend it to those operating at the highest level of private travel."

**GAIL LEONARD,
PLAN-IT MOROCCO**

"Do Not Disturb offers a thoughtful balance of structured meetings and relaxed moments to connect with new travel partners who truly understand niche products like ours. The buyer community is highly relevant, and every interaction feels purposeful. Set against the beauty of Borgo Egnazia and Puglia, the experience is both inspiring and exceptionally well produced."

**ADRIEN PORTIER,
VELAA SAILING YACHT**

"Do Not Disturb stands out as one of the most thoughtfully designed trade shows in the private travel industry. The quality of both the attendees and the overall experience is exceptional. Every element is carefully considered, with a clear focus on meaningful connection and shared experiences. It is a highly professional and well-organised event that brings together the right community."

**NOAM BOUNEKALA,
NOAM**

"Do Not Disturb brings together an exceptional setting and a thoughtfully curated programme that creates space for real connection. The balance of structured meetings and shared experiences allows meaningful relationships to take shape. It is an event where new partnerships begin, and long-standing industry friendships are strengthened. Every detail is designed to ensure time is spent well and conversations truly matter."

**GERRIT CHNG LUCHAU,
WALDORF ASTORIA MALDIVES
ITHAAFUSHI**

"Do Not Disturb is the most thoughtfully curated private travel event in the industry. The buyer and supplier community is exceptionally well matched, brought together in an intimate setting that encourages genuine connection. Time spent together, both in and beyond scheduled meetings, builds trust and strengthens partnerships in a meaningful way. Set against the beauty and culture of Puglia, the experience feels both purposeful and deeply personal. Each edition continues to raise the standard."

**SILVIA RICO,
ENIGMA**

"Do Not Disturb set a remarkable standard for us. As only our second travel show, the experience exceeded expectations at every level. The one-to-one meetings were focused and engaging, connecting us with the right buyers for our business. The programme throughout the week created natural moments to build relationships in a relaxed setting. It is an exceptionally well-executed event that truly delivers value."

**JOHN BURKE,
DUN ALUINN**



INCREASE YOUR EXPOSURE



Why not give your product some extra high-level exposure? Our exposure and branding opportunities are a great way to increase your reach and boost interactions with your brand and there's something for everyone.

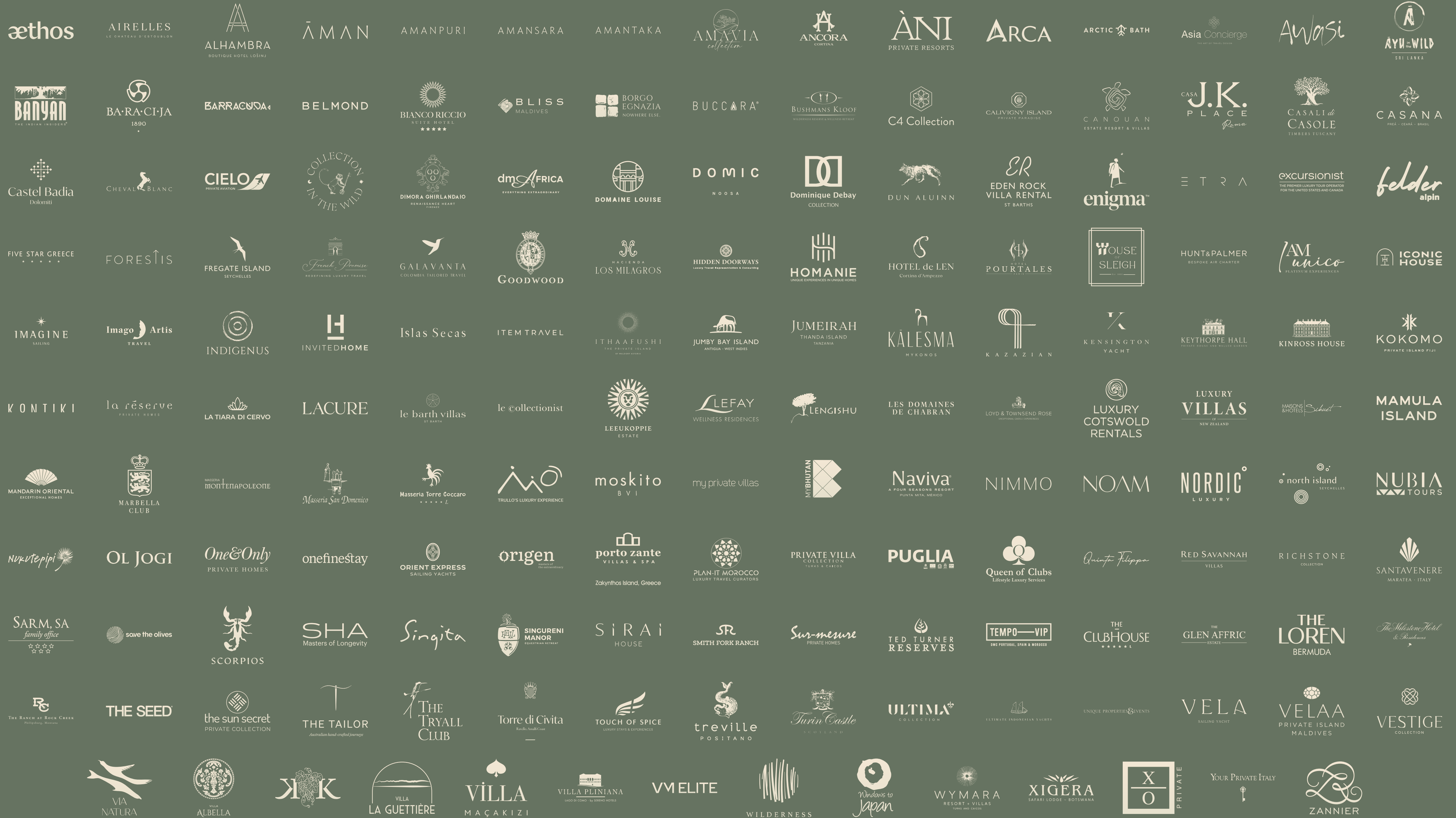
BESPOKE PARTNERSHIPS

From branding initiatives, to large scale activations, we love collaborating on bespoke projects that get your brand noticed by the industry's elite. We'd love to tell your story in a creative and engaging way. Interested? Get in touch with the team.

WANT TO HEAR MORE?

Book a partnership consultation with our Sales and Marketing team. We'd love to hear from you.

2025 Guest List



GET IN TOUCH



MARY-KATE HENDRIKS
Associate Event Director
mary-kate@thisisbeyond.com



ROBIN HENDRICKSE
Sales Manager
robin@thisisbeyond.com

AN EVENT BY

**This is
Beyond.**

HEADLINE PARTNER



OFFICIAL PARTNER



EVENT VENUE



LOCAL EXPERIENCE PARTNER

