



Do Not Disturb

AN EVENT BY

**This is
Beyond.**

IN PARTNERSHIP WITH  INDIGENUS

PUGLIA PROMOSIONE EXPOSURE REPORT 2025

HEADLINE PARTNER

PUGLIA






HEADLINE PARTNERSHIP

DO NOT DISTURB 2025

DO NOT DISTURB x Pugliapromozione 2025

In 2025, **Do Not Disturb** stepped into Puglia with a shared vision: to reveal a corner of Italy where time slows, beauty deepens, and private travel finds new meaning. Together with **Pugliapromozione**, we transformed this extraordinary region into the stage where the world's most exclusive private travel community gathered to dream, connect, and redefine what ultra-private luxury is, and can be.

This partnership didn't simply showcase Puglia... it elevated it. Across sunlit courtyards, secluded coastlines, and ancient olive groves, our guests discovered a destination that speaks in whispers of authenticity, craftsmanship, and timeless elegance. A place perfectly aligned with the expectations of UHNW travellers who seek more than privacy: they seek belonging, resonance, and the magic of the unseen.

Through intimate gatherings, immersive cultural experiences, and rare access to the leaders shaping private travel globally, Puglia emerged as a region capable of holding space for impactful ideas and unforgettable encounters, further securing its place not just on the map, but in the imaginations of the world's most discerning buyers and exhibitors.

Puglia didn't host Do Not Disturb. **It became part of the dream.**

DO NOT DISTURB | HEADLINE PARTNERSHIP





WHO ATTENDED

DO NOT DISTURB 2025

Buyers

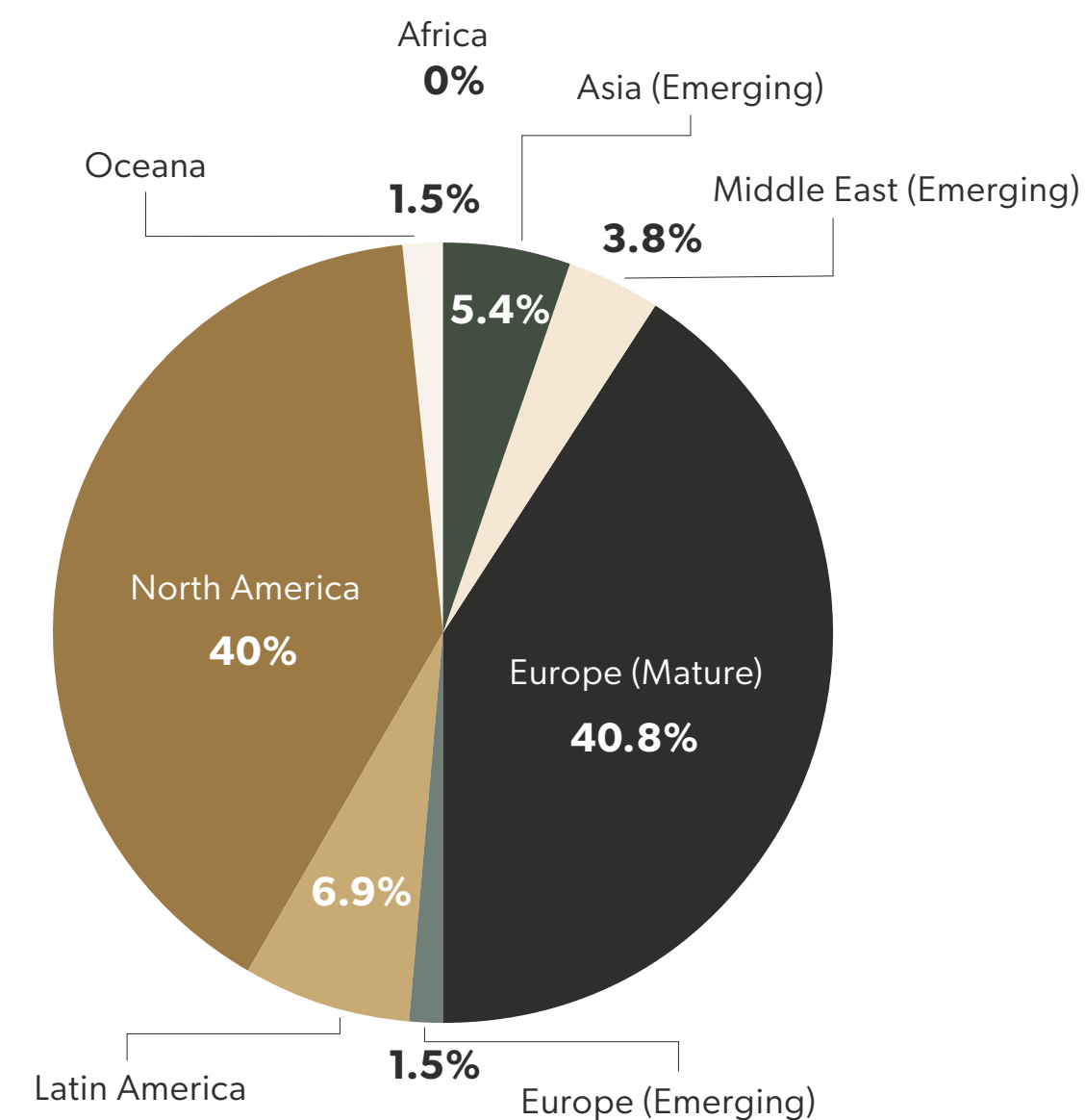
The buyers who join **Do Not Disturb** are not simply attendees, they are the world's quiet architects of extraordinary journeys. Hand-selected from every corner of the globe, they design the unseen, the rare, and the profoundly private for an UHNW clientele who move through the world on their own terms.

These are the curators of imagination: private travel specialists, elite concierge professionals, and visionary advisors who unlock access to places most will never know exist. They seek destinations shaped by silence, intention, and seclusion; where luxury feels both effortless and deeply personal.

At **Do Not Disturb**, they gather not just to source the exceptional, but to discover the next dream their clients will chase.



130 BUYERS



BUYER RETENTION

Repeat	28
Lapsed	13
New	89
TOTAL	130



WHO ATTENDED

DO NOT DISTURB 2025

Exhibitors

The exhibitors of **Do Not Disturb** are the visionaries shaping the highest tier of private travel; custodians of places where luxury is not displayed, but quietly lived. Each one is handpicked for their ability to offer the rare, the hidden, and the wholly discerning.

From private islands and ocean-roaming yachts to secluded estates and intimate boutique havens, these partners embody the very essence of ultra-private travel. They don't simply host guests; they create worlds – immersive, intentional, and crafted with the precision demanded by UHNW travellers.

What they bring to **Do Not Disturb** is more than inventory. It is access to dreams few will ever have the privilege to experience.



DO NOT DISTURB | EXHIBITORS

129 EXHIBITORS
FROM 95
COUNTRIES.



WHO ATTENDED

DO NOT DISTURB 2025

Media

As headline sponsor of **Do Not Disturb 2025**, Puglia became a stage for discovery, captivating an exclusive circle of **18 elite press delegates** from the world's most influential luxury and lifestyle publications. From Media / Belle Magazine, Condé Nast Traveller Middle East, Condé Nast Traveller Italia, Condé Nast Traveller, Financial Times HTSI, and Design Anthology UK, these tastemakers experienced the region's quiet allure as its secluded corners revealed a rich culture and unrivalled private travel offerings

This **unparalleled exposure** cemented its status as a destination where authenticity, privacy, and bespoke experiences converge – a place designed to enchant those who seek the rarest and most unforgettable journeys paired with absolute authenticity.



belle
MAGAZINE

CONDÉ NAST ITALIA

Condé Nast
Traveller
MIDDLE EAST

d/a UK

FINANCIAL TIMES
HTSI



PUGLIA LOUNGE

DO NOT DISTURB 2025

DO NOT DISTURB | PUGLIA LOUNGE

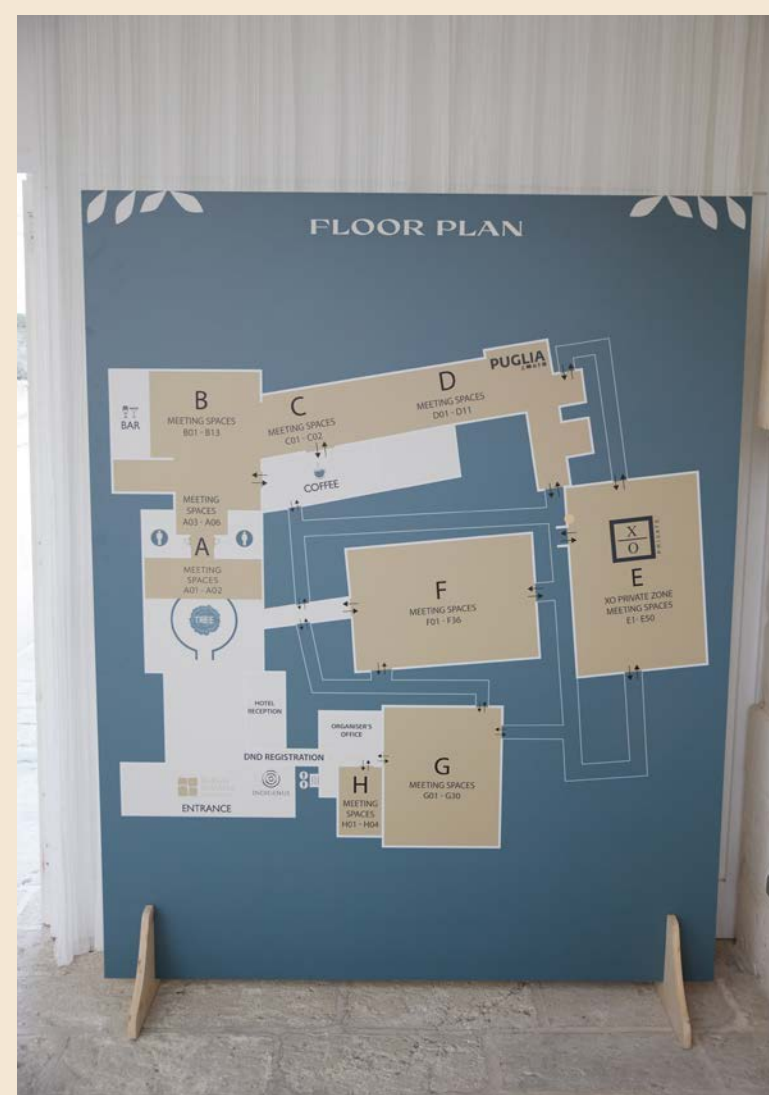




SIGNAGE & ONSITE EXPOSURE

DO NOT DISTURB 2025

DO NOT DISTURB | SIGNAGE & ONSITE EXPOSURE



THE BLACK BOOK

DO NOT DISTURB 2025

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
 SFT
 WE ARE AFRICA

Download App **weareinPUGLIA**
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 f @ x v d
 POC PUGLIA 2019/2020 - ASSE VI - AZIONE 8.8
 ITALY

#WeAreINPUGLIA®

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

PUGLIA
 PUGLIA REGIONE

Pugliapromozione
 Italy

Name: Alfredo de Liguori
Email: a.deliguori@aret.regione.puglia.it
Website: www.agenziapugliapromozione.it

KEY

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 _____

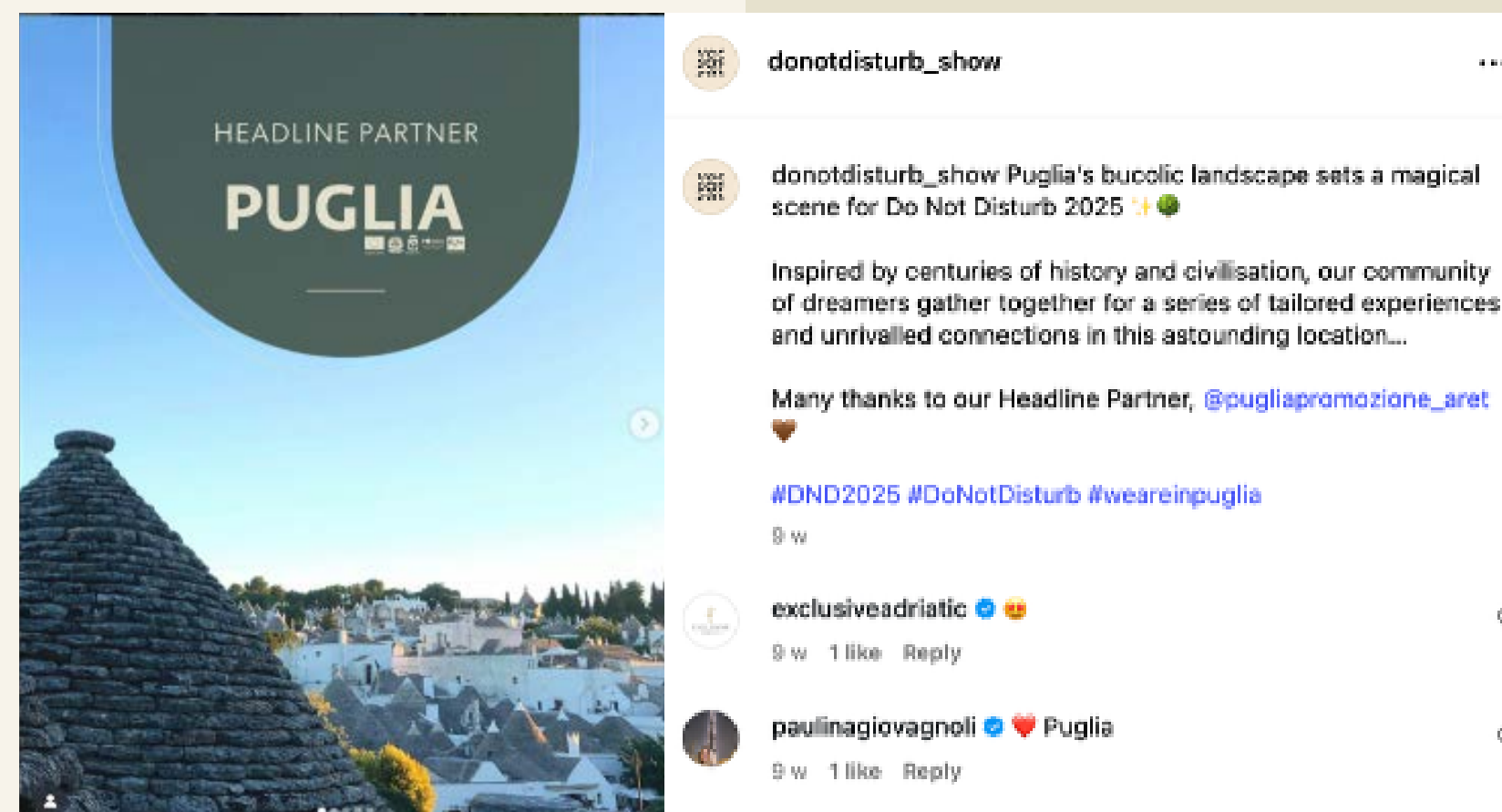
239



SOCIAL MEDIA

DO NOT DISTURB 2025

Instagram Followers: 7,333



PUGLIA PRE-SHOW POST

Instagram:

Views 2,359

Reach 509

Interactions 51 – 1 Shares, 2 Comments and 1 Save



PUGLIA PRE-SHOW POST

Instagram:

Views 2,598

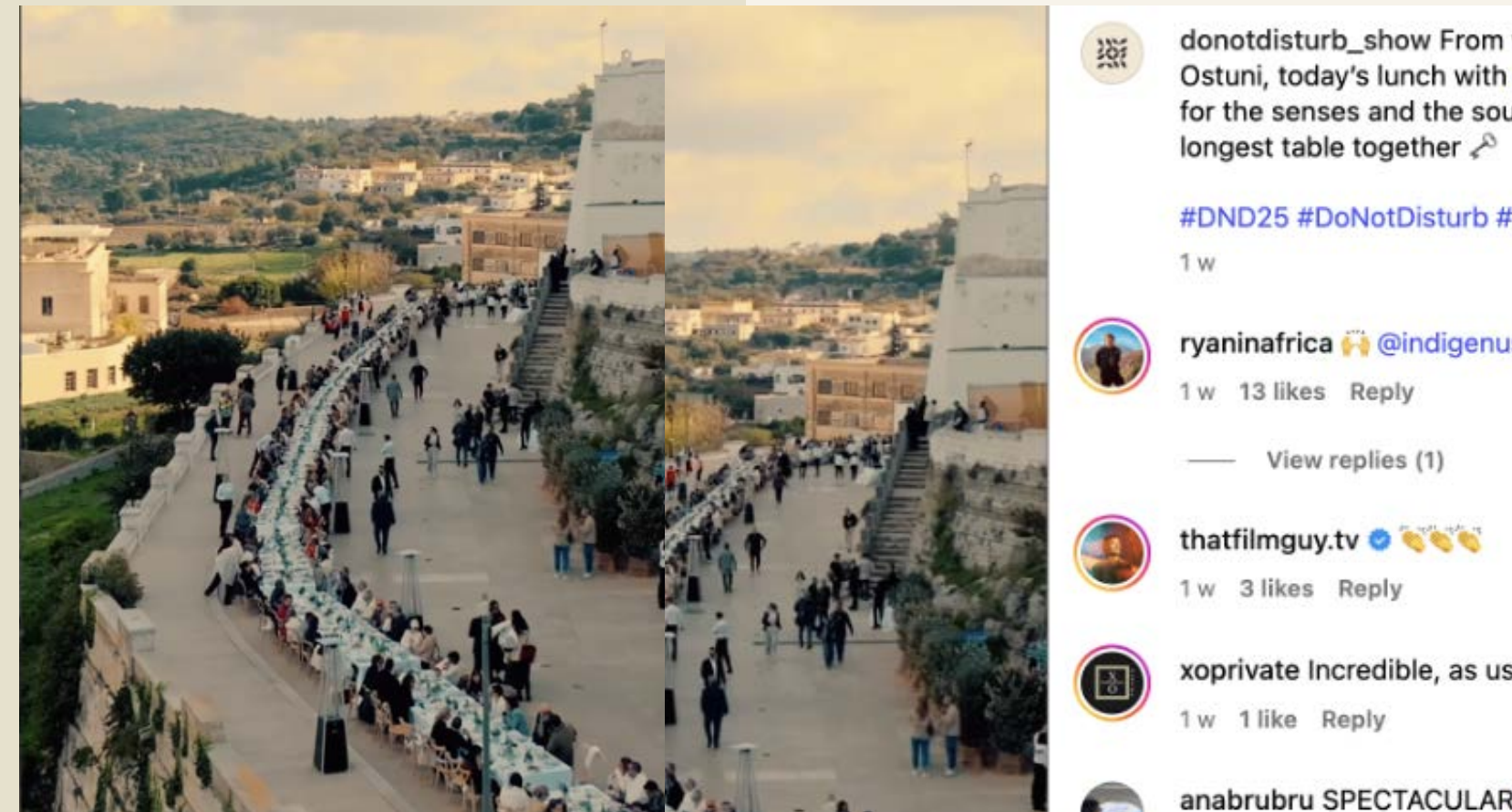
Reach 1,221

Interactions 19 – 2 Shares and 1 Save

SOCIAL MEDIA

DO NOT DISTURB 2025

Instagram Followers: 7,333



PUGLIA DESTINATION HIGHLIGHT

Instagram:

Views 115,375

Reach 70,494

Interactions 4,299 –

991 Shares and 129 Saves



PUGLIA POST SHOW POST

Instagram:

Views 11,834

Reach 3,477

Interactions 197 – 2 Comments,

4 Shares and 1 Save



WEBSITE

DO NOT DISTURB 2025

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

October: 3,386 views

November: 3,999 views

