

Do Not Disturb

For Immediate Release

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This Is Beyond Launch ‘Do Not Disturb’, A New Community and Specialist Trade Show in Recognition of Demand for Private and Exclusive-use Travel Experiences.

From secluded residences and pristine islands to private jets, yachts and boutique hotel buyouts, the COVID-19 pandemic and resulting lockdowns is driving new demand for privacy, safety and a desire to be away from the crowd – a trend expected to endure for many years to come.

This is why, for the very first time, This is Beyond – creators of specialist travel communities PURE Life Experiences, L.E/Miami, We Are Africa and Further East – are launching a highly focused marketplace for leaders in private travel, ‘Do Not Disturb’, taking place in June 2021.

For the **Founder & CEO of This is Beyond, Serge Dive**, the launch of Do Not Disturb is the culmination of a year spent navigating the future of luxury travel – and identifying the niches which will emerge and attract the greatest demand in the months and years ahead.

“Inevitably, a crisis always shifts how travel is most valued, offered and consumed,” Dive elaborates. “I created my first luxury travel show in 2002 in the aftermath of 9/11 and PURE Life Experiences was launched in 2008, amid the global financial crisis which brought a radical shift towards more meaningful and transformative travel experiences. Beyond experiential and contemporary travel we now see another segment emerging, defined by the desire for privacy, space, and seclusion, achieved in a sustainable way.”

A Unique Format, One Inspired Community

The Do Not Disturb community will first gather in an **exclusively digital format** from **14-25 June 2021**, connecting up to 200 leaders – both suppliers and buyers – with the aim of driving private travel bookings in Q3 and Q4 of 2021. The new community will grow private travel across a two-week-long, curated agenda of one-to-one appointments, expert-led content and innovative networking sessions.

Managing Director, Ryan Wallace explains more behind the purpose of the June 2021 event “Do Not Disturb will gather private travel’s market leaders together in one, powerful digital ecosystem so they can connect with one another and – most importantly – be best positioned to drive bookings for Q3 and Q4 of 2021 when there is expected to be a lot of opportunity”



Following hugely positive discussions with the relevant industry players and authorities, **Mallorca** is in pole position to host the physical edition of Do Not Disturb in **April 2022**. Palma Congress Centre and a range of spectacular hotel partners are set to welcome up to 400 global participants on luxury travel's highest spending niche.

A Bold New Voice For Private Travel

Launched to an excited response from high-end travel leaders, **XO Private** have come on board as official partners to the event. For **MD and Founder Yvan Vermeesch**, Do Not Disturb "fills a void in the marketplace – we look forward to bringing our portfolio of exceptional XO Private members to the table."

The Do Not Disturb community will also welcome diverse suppliers in the private travel niche, from luxury villas, superyachts and private aviation to VIP security services. Confirmed participant **Paolo Macchiaroli, CEO & Founder of My Private Villas**, asserts that "Do Not Disturb embodies the true philosophy of luxury travel, where privacy and exclusivity are such key factors."

For **Neil Hornsby & Amanda Armstrong, Co-Founders** of specialist superyacht charter company **Yomira**, the new community for private travel "encapsulates everything clients within the luxury sphere need – reassurance, security, discretion and complete excellence in customer service."

About This is Beyond Ltd, Founders of Do Not Disturb

Founded in 2008 by Serge Dive and Sarah Ball, This Is Beyond create events that reshape industries into inspired communities, one immersive experience at a time. Designed exclusively for thought-leaders and curious minds, each community empowers businesses and drives personal growth.

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For more information on Do Not Disturb, please visit www.donotdisturb.co.