



For Immediate Release

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Mallorca confirmed as Headline Partner for Do Not Disturb, the global travel trade event for private travel experiences and exclusive-use properties.

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.

Following positive discussions with both private and public sector, **Mallorca** has secured Do Not Disturb's coveted headline partner position for the June 2021 digital event and is set to play host to the first physical edition being planned for April 2022.

For **Lucia Escribano**, Director of Mallorca Tourist Council, the rationale and objectives underpinning the partnership are compelling: "Do Not Disturb is a unique opportunity to host an exclusive event on our island and it will offer amazing experiences to the international luxury community. Mallorca has always been a paradise and a choice as a luxury destination. Through public-private collaboration, all stakeholders in the value chain of the premium segment are joining efforts to showcase Mallorca to the world with personalized and tailor-made services, exquisite gastronomy and dreamy locations. A safe island, located in the middle of the Mediterranean, ready for you not to be disturbed"

Serge Dive, CEO and Founder of This Is Beyond is equally enthusiastic: "When looking for a home and partner for Do Not Disturb, we were immediately drawn to the location, accessibility and earthly sophistication of Mallorca. The destination is a really perfect fit with the ethos of the event and somewhere our community will feel very much at home, not to mention its first-class venues and hotels for the actual hosting of the physical event in 2022. We're thrilled at the prospect of a long-term partnership."

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 150 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.

Exhibitors confirmed for the June 2021 digital edition include: Adams & Butler, Air Charter Service, Arijiju, Auberge Resorts, Belmond Exclusive Journeys, Belmond Exclusive Places, BlueVillas The Luxury Concept, Bravo Whisky Golf, Cheetah



Plains, Chalet N - Eden Private Villas, dmAFRICA, Eden Rock Villa Rental, In Residence by Pieter Brundyn, Insider Mallorca, Leobo Private Reserve, Mallorca, Montemar Eco Luxury Villas, My Private Villas, Ol Jogi Wildlife Conservancy, Queen of Clubs, Secret Dalmatia, Singita Villa Collection, The Secret Sun Collection, Time + Tide Miavana, Ultima Collection, Unique Private Estates, VILA VITA Collection, Villa Nai 3.3, Virgin Limited Edition, White Desert, Within The Wild, Yomira and Your Private Italy.

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.