

PURE

L I F E E X P E R I E N C E S



MONDAY 9TH - THURSDAY 12TH SEPTEMBER 2024



Host experiential travel's biggest names

WITH A PRE OR POST-PURE TOUR

If you're reading this – you must be a travel maverick. We know that, you know that, but do the PURE buyers? Offering a Pre or Post Tour is your chance to show our industry's leading minds why your name should be on everybody's radar.

As we finalise our guestlist, PUREists across the globe are getting their travel arrangements in order. This means some seriously big media names and the best buyers in the business are looking for an experiential offer they can't refuse.

Why should I offer a Pre/Post Tour?

01

Our Pre & Post Tours are a great opportunity to host buyers, press and industry game changers before or after PURE.

02

Hosting a tour is an innovative opportunity to give your brand unique exposure and make quality connections at the same time.

03

Accepted tours will be promoted on the PURE website, in a dedicated marketing email to all PURE delegates, and across our social media channels in the run-up to the show.





What do I need to do?

TO BRING OUR COMMUNITY TOURS THAT ARE AS UNIQUE, EXCITING AND ATTRACTIVE AS POSSIBLE, WE ASK THAT:

- All Pre & Post Tours represent **at least a 50% discount** on usual rates. However, you're welcome to allocate different rates for exhibitors, buyers and press.
- All Pre & Post Tours must allow delegates to be in Marrakech for the duration of PURE, from **Monday 9 September until the evening of Thursday 12 September**.
- All Pre & Post Tours **must have an experiential edge**. Remember, PURE is all about transformational travel, so this is your chance to stand out and show how you Change Worlds.

Like the sound of submitting a Pre/Post Tour?

OR PERHAPS YOU'D LIKE TO OFFER BOTH?

All you need to do is fill in the form below and get your submission in by 31 March to be considered.

Once submissions are in, we'll select the most tantalising stays available to our PUREists. Good luck!



SUBMIT A TOUR



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