

# MATTER

# MATTER FAQs

## WHAT IS MATTER?

MATTER, brought to you by Tourism Australia, is an innovative un-conference bringing together the best minds in high-end travel and beyond.

## WHO WILL BE THERE?

The leading minds and influencers from the travel industry, with insights from design, tech, fashion and beyond.

## HOW CAN I GET INVOLVED?

There are lots of different ways you can be involved, from leading a DISCUSS, presenting a SPARK or even joining our crowd-sourced band! Visit the **website** for more details on DISCUSS, SPARK, LEARN and ACHIEVE and all will be revealed!

## WHAT DATE IS MATTER?

Sunday 10 & Monday 11 September 2017

## WHAT TIME IS MATTER?

Sunday 10 September: 3pm – 8pm

Monday 11 September: 10am – 5.30pm

## WHERE IS MATTER LOCATED?

MATTER is being hosted at The Source, Marrakech which is an incredible and creative outdoor space.

## WILL TRANSFERS BE OPERATING?

Yes, transfers will operate from **PURE Affiliate Hotels** to MATTER on Sunday 10 and Monday 11 September.

## HOW MUCH DOES MATTER COST?

MATTER is part of the official PURE programme which means if you're coming to PURE, you're in! If you're not attending PURE, the cost to attend MATTER is £699.

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## I'M NOT COMING TO PURE, HOW DO I REGISTER FOR MATTER?

Register your interest **here** and a member of our team will be in touch.

## WHAT'S INCLUDED IN MATTER?

Full programme of MATTER on both days, sunset drinks both days, lunch on Monday and entry to the PURE opening party on Monday evening.

## IS ACCOMMODATION INCLUDED?

No, all MATTER attendees will need to organise their own accommodation and can find preferential rates through **PURE Affiliate Hotels**. The Private Travel Designer hosted programme starts Monday 11 September 2017.

## I'M ATTENDING PURE AS AN ADDITIONAL DELEGATE, CAN I ATTEND MATTER?

Yes, MATTER is included in the PURE programme for additional delegates.

## WHY SHOULD I ATTEND?

### 1 COLLABORATE

With the industry's top thinkers to identify and develop trends, insights and ideas

### 2 LEARN

From experts about how to improve the way you run your business (and your life!)

### 3 CONTRIBUTE

To topics and conversations that matter to you

### 4 ENGAGE

With your peers in a relaxed and creative environment

### 5 CHOOSE

Between up to 17 sessions at any one time

BROUGHT  
TO YOU BY

