



Loop
Beyond Borders

MARHABA

WELCOME TO LOOP

My choice. My time. My success.

Welcome to **Loop**. **Loop** is the only luxury travel fair in the German-speaking, CEE & CIS markets which offers international luxury hotels and touristic suppliers a high-end platform. Here you build efficient business relationships in only a few days. **My choice.**

Loop brings the right people together at the right place and creates a community in which travel agencies, niche tour operators and suppliers in luxury tourism can thrive.

The concept of the fair is designed for an increase in turnover and a compression of time resources. To achieve the same amount of appointments as at **Loop**, suppliers would usually travel half a year and spend enormous travel costs. **My time.**

Loop is no usual travel fair. It is an exceptional event which stands for efficiency and professionalism. As a supplier you take advantage of the high-quality contacts with whom you network and who you may include to your personal network. **My success.**



LOOP 2024



LOOP SPRING 2024

@ Losinj Hotels & Villas (Croatia)

Loop MICE Spring | April 7 – 10, 2024

The best MICE agents from the German-speaking market

Loop Leisure Spring | April 10 – 14, 2024

Premium travel agents and (niche) tour operators from the German-speaking market

Loop CEE | April 14 – 18, 2024

Central & Eastern Europe is one of the fastest growing markets:

we gather the best buyers of 16 countries for you!



LOOP CRUISE 2024

May 19 – 22, 2024

@ Riverside Debussy, from Basel to Amsterdam

Travel agents specialized in cruise, sailing & expeditions



LOOP ROADSHOW CEE 2024

May 2024 in various cities across the CEE markets

Rotating seated dinner event series in one of the fastest growing markets



LOOP WELLBEING SUMMER 2024

June 15 – 19, 2024

@ Kamalaya Koh Samui (Thailand)

Travel agents specialized in wellness & medical health

LOOP HOURS 2024

July 2024 in various cities across the German-speaking markets

Time for contacts: our efficient networking event series



LOOP AUTUMN 2024

Loop Beyond Borders | September 15 – 19, 2024

@ Saadiyat Rotana Resort & Villas | @ Qasr Al Sarab by Anantara (UAE)

UHNWI selected travel agents from CEE (70%) & CIS (30%) countries

LOOP ROADSHOW CEE 2024

October 2024 in various cities across the CEE market

Rotating seated dinner event series in one of the fastest growing markets



LOOP NORDIC 2024

October 23 – 25, 2024

@ Hôtel Reisen – Part of the Unbound Collection by Hyatt (Sweden)

The finest buyers from Scandinavia assembled just for you

Loop Leisure Autumn | October 27 – 31, 2024

@ Grand Hôtel Stockholm (Sweden)

Premium travel agents and (niche) tour operators from the German-speaking market

Loop MICE Autumn | October 31 – November 3, 2024

The best MICE agents from the European market



NET PROMOTER® SCORE

BUYER - loop 2023

How likely are you to recommend loop to a friend or colleague?



The individual votings are grouped into detractors, passives and promoters expressed as a percentage.



(% of promoters) - (% of detractors) = NPS



	too long/many	just right	too short/few
Duration of each loop day	08%	91%	01%
Number of days	05%	89%	06%
Appointments à 15 minutes	03%	83%	14%
Number of self-made appointments	03%	65%	32%

Overall impression and outlook

Yes, loop measured up to my expectations: 99%

I was well cared for: 09% | I was excellently cared for: 91%

Yes, loop will have a positive influence and improves my business results: 99%

SUPPLIER - loop 2023

How likely are you to recommend loop to a friend or colleague?



The individual votings are grouped into detractors, passives and promoters expressed as a percentage.



(% of promoters) - (% of detractors) = NPS



	too long/many	just right	too short/few
Duration of each loop day	17%	79%	04%
Number of days	17%	74%	09%
Appointments à 15 minutes	01%	91%	08%
Number of self-made appointments	05%	65%	30%

Overall impression and outlook

2021 2022 2023

Yes, loop measured up to my expectations. 99% 98% 93%

I was well cared for. 22% | I was excellently cared for: 77%

THE CEE MARKET

The A-list of travel agents from **Central and Eastern Europe (CEE)** is waiting to meet you. **16 countries make up one of the highest growth rates in Europe**, opening up new business opportunities for you. Travel designers are the important intermediary in our markets to reach your clients of the future - especially in our luxury segment. We have always been in close contact with the best players in the market and nowadays this connection is as deep as ever.

With a population of over 160 million (20% of the total EU population) and an average GDP per capita growth rate 2.5 times higher than the EU average, **the CEE region is one of the most important growth drivers for the outbound tourism industry in Europe**. Significant economic progress in recent years has led to an increase in the purchasing power of the population in CEE countries. People are interested in buying luxury goods, exploring the world and visiting unique destinations. They like to impress others and the trend towards more premium services has intensified.

ESTONIA

LATVIA

LITHUANIA

POLAND

CZECH
REPUBLIC

SLOVAKIA

UKRAINE

HUNGARY

SLOVENIA
CROATIA

ROMANIA

SERBIA

BOSNIA
HERZEGOVINA

BULGARIA

MONTENEGRO

NORTH
MACEDONIA

7 REASONS WHY TO INVEST IN CEE



According to the WTO, the CEE region has an average GDP per capita growth rate that is **2.5 times higher than the EU average.**



Rapidly growing economies. CEE is one of the world's largest producers of ultra-rich individuals. With more than 210,000 UHNWI in 2023, this number is expected to increase to 405,000 within the next 5 years.



CEE **boosts outbound tourism in Europe,** surpassing 2019 levels in 2022 and reaching record bookings in 2023.



Tourists in CEE **prefer personalized service,** primarily booking through TA's who emphasize personal relationships with suppliers to drive business.



The world's premium airlines (Emirates, Qatar, Turkish Airlines, Lufthansa, etc.) are **expanding in CEE cities and developing them into important hubs.** Moreover, CEE is close to all major airline hubs such as Frankfurt, Vienna, London, Paris and etc.



CEE market is looking for unknown exclusive services and destinations, there is major interest in private, secluded resorts and **exclusive experiences.**

>20 bn.

CEE citizens are set to spend over 20 billion euros on **outbound tourism in 2024.** Despite geopolitical uncertainty, the region's travelers continue to eagerly explore, driving continued growth in bookings.

Sources: Ministeries of Tourism; World Tourism Organization; World Tourism Marketing Consultants

7 REASONS WHY TO INVEST IN CIS



CIS remains one of top producers for outbound tourism. CIS travellers made more than 20 million trips in 2023 (increase of 27.6% vs. 2022). About 14 million of these 20 million trips were organized by tour operators.



New Opportunities and Mobility:

Since 2022 ca. 400,000 wealthy Russians have moved to Europe and Dubai to continue their life and business activities. Many have Schengen visas or dual citizenship to secure international travel.



Expansion of Russian Travel Agencies:

Many Russian travel agencies have either relocated or established branch offices in Europe (particularly in CEE) and Dubai, further solidifying the market's potential and demand for travel.

**> 4 mln.
+
> 9 mln.**

Booming Outbound Tourism in Azerbaijan and Kazakhstan:

Outbound tourism, which reached in 2023 over 4 mln outbound visits from AZ and over 9 mln from KZ, is characterized by high travel intensity and spending.



Access to High-Spending Tourists:

Tourism spending per capita in AZ is the 2nd highest in the CIS after Russia. Kazakh tourists are among the top 10 spenders in many destinations, including the UAE, Indian Ocean and Europe.



Steady Outbound Tourism from Belarus:

Despite challenges, Belarus continues to see significant outbound tourism, driven by the middle and upper classes. More than 501,200 tourists travelled abroad in 2023.



Promising Uzbek market.

In 2023, around 558,600 Uzbek citizens went on holiday abroad last year. The country is growing fast and people's incomes are rising, allowing them to invest in their holidays abroad.

Sources: Ministeries of Tourism; World Tourism Organization; World Tourism Marketing Consultants

LOOP BEYOND BORDERS

Loop Beyond Borders in a nutshell

 50 1:1 appointments of 15 minutes

 3 full fair days

 60 international luxury exhibitors



60+ hand-selected buyers from the CEE & CIS markets



Memorable evening events



Countless networking opportunities

LOOP BEYOND BORDERS

3 Nights - Saadiyat Rotana Resort & Villas, Abu Dhabi

1 Night - Qasr Al Sarab Desert Resort by Anantara

September 15 – 19, 2024

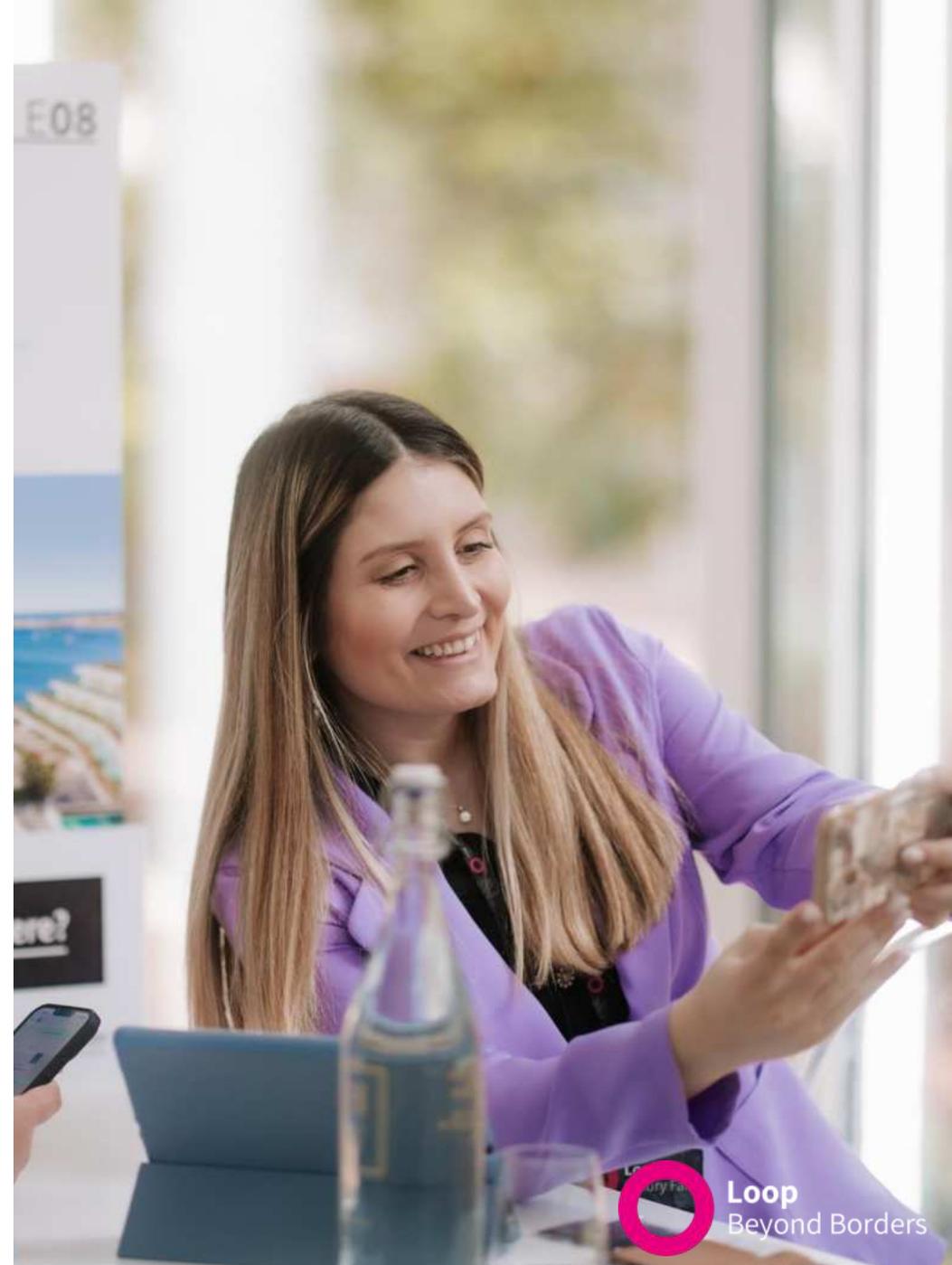
 We are holding rooms at our host hotels for 250 EUR/night, incl. breakfast. A booking link will be provided upon confirmed registration, booking and payment separately.

Welcome to the 1st Loop Beyond Borders in the land of 1001 nights

Participation Fee: €8.500

10th anniversary offer: - **€1.001**

Yours for: **€7.499**





PROGRAM

What **Loop Beyond Borders** could look like

Day 1 | September, 15

Arrival Day

07 pm - 10 pm **Welcome Reception at the Saadiyat Rotana Resort & Villas**

Day 2 | September, 16

07 am - 09 am Individual breakfast

09 am - 05 pm **Loop** - 24 appointments (Lunch and Coffee breaks included)

Evening at free disposal

Day 3 | September, 17

07 am - 08:30 am Individual breakfast

08:30 am - 02 pm **Loop** - 16 appointments (Lunch and Coffee breaks included)

Starting 02 pm **Networking Activity & Dinner Event**

Day 4 | September, 18

07 am - 09 am Individual breakfast

09 am - 02 pm **Bus transfer to to Qasr al Sarab by Anantara** - 10 appointments on the Bus

Starting 02 pm Afternoon free & **Luxury Networking Night**

Day 5 | September, 19

Departure Day

CONTACT & CONNECT WITH US



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