



16. March 2024  
Erlenbach  
ZURICH

[luxurytravelday.ch](http://luxurytravelday.ch)



# Luxury Travel Day

Saturday, 16. March 2024



**Luxury Travel Day**  
powered by TCTT GmbH  
Seefeldstr. 128  
CH - 8008 Zürich  
+41 44 260 22 88  
info@tctt.ch

## The most important things - your advantages as an exhibitor:

- ✓ The only Luxury Travel public event in Switzerland
- ✓ Very affluent audience including HNWI/UHNWI
- ✓ Ideal date for travel planning 2024/2025
- ✓ Easily accessible location on the "Gold Coast- Lake Zurich"
- ✓ Strengthening of the own brand through participation at the Luxury Travel Day (LTD)
- ✓ Marketing reach to more than 40,000 households on the Gold Coast. One in 5 households on the Gold Coast are millionaires.
- ✓ Additional advertising/marketing measures in the other areas of Zurich
- ✓ Cross-marketing with other lifestyle products
- ✓ Positive feedbacks from previous exhibitors
- ✓ Simple stand concept - minimal logistical effort
- ✓ Low exhibition costs
- ✓ Web presence on [www.luxurytravelday.ch](http://www.luxurytravelday.ch)

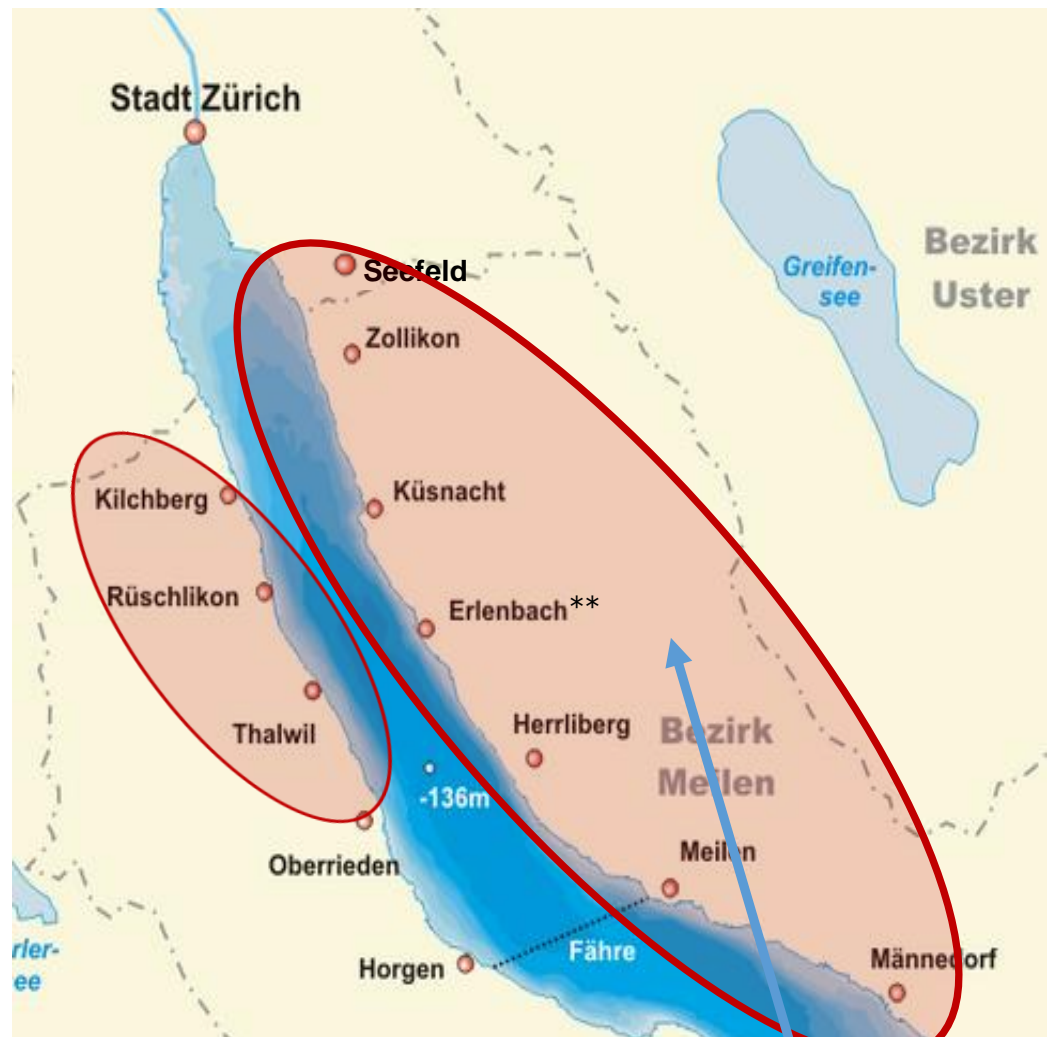


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### Starting point

The Gold Coast on Lake Zurich including the Seefeld district is one of the strongest shopping areas in Switzerland.

The inhabitants of this area also spend above average on travel. Thus, amounts in the multiple 5-digit range are not uncommon. It is therefore worthwhile to advertise this area explicitly.



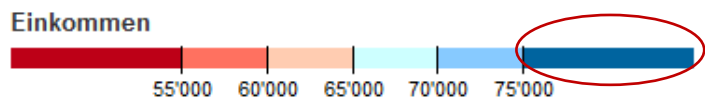
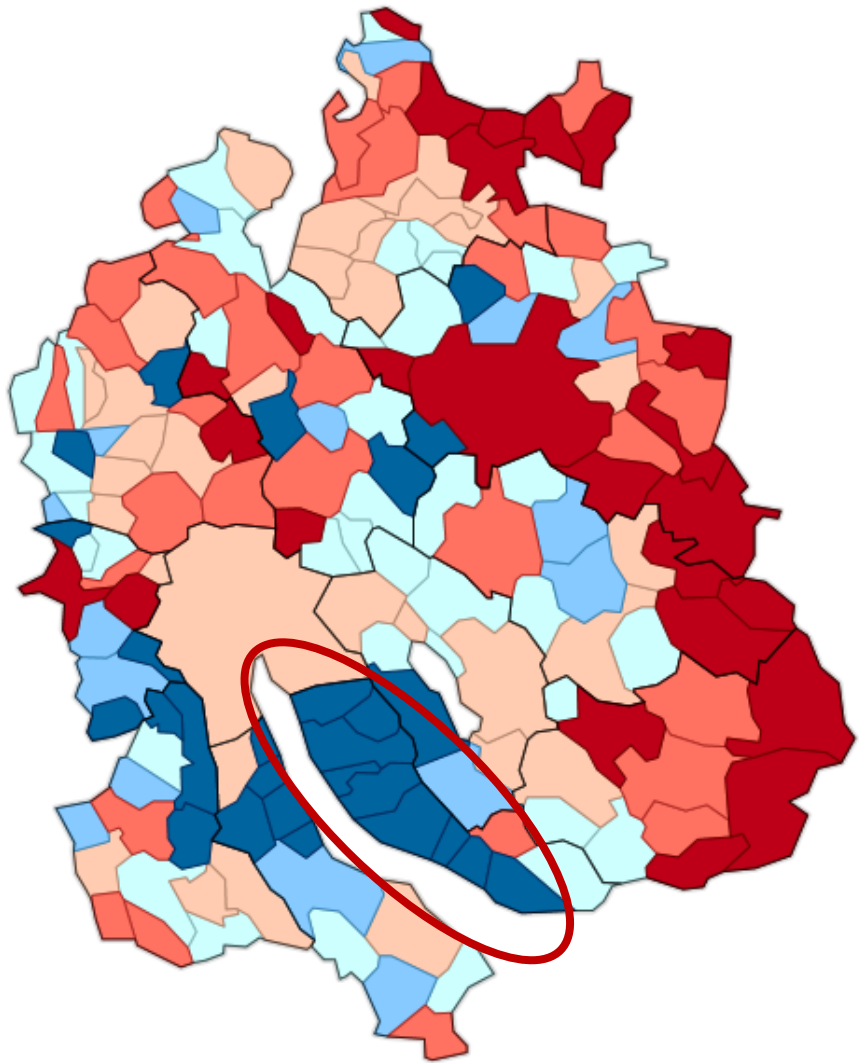
 Main catch area for luxury & specialists Travel-Day

\*\* Erlengut Location / Gold Coast



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Durchschnittliches steuerbares Einkommen pro Steuerpflichtigen in Franken (2013)



Incoming per year in USD



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## Key Facts

### Project

As part of the **Luxury Travel Day ("LTD")**, travel specialists, service providers, Luxury Hotels & Resorts and holiday destinations are presented at the LTD. These are explicitly providers in **the luxury and lifestyle sector**.

### Project Management Agency

Project initiator and executive provider is TCTT GmbH / Ultra Collection - Switzerland.

### Concept

With top-class exhibitors, an exciting and valuable information platform is offered to the visitors. The participants should be able to present themselves within the framework of a "table-top fair". Per exhibitor approx. 2 linear meters incl. table or by arrangement are available.

### Exhibitor

Hotels/resorts/lodges, cruise companies, luxury travel brands, airlines, tourist offices, tourism-related brands, etc. are invited. The positioning must always be in the luxury and lifestyle segment.

Exhibitors must meet the exhibition criteria of Luxury Travel Day. The organizers of the Luxury Travel Day are responsible for the final admission.

### Exhibition location

After the positive feedback from the exhibitors, **the Erlenbach Erlengut** was again chosen as the venue.

The whole villa is rented exclusively for the occasion. The Erlengut is well known in the region and very easy to reach. With its location between Meilen and Zollikon it is also geographically well positioned.

**The Erlengut corresponds perfectly with the target products and the target audience in the luxury travel sector. The room concept is also ideally suited for a Luxury & Specialist Travel Day.**





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### **Costs**

The marketing fee is CHF 1500.00 / EURO 1600.00 per standard unit

### **Standard equipment per unit**

Approx. 2 linear meters / table size 140x70 cm / high table round / white tablecloths, covers / 1 chair / space for roll up



As the Erlengut estate is a historic villa, there may be some variations in the stand sizes.

### **Marketing Key facts**

- An exhibitor brochure will be prepared in which the exhibitors will be presented, including a web address. Scope approx. 35'000 prints
- Supplement in Regional Magazines such as Rechtes Zürichsee Ufer - Gold Coast reaching more than 30'000 households
- Additional advertising measures remaining catchment area of Lake Zurich
- Poster advertising wo?
- The participating parties invite their own customers
- Media partnership with the magazine Seesicht (with additional in negotiation)

### **Service by LTD Organizers**

- Event Coordination
- Basic logistics of the infrastructure
- Provision of premises
- Marketing measures as defined
- Production of the marketing brochure



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## Previous participants

### Touroperators

- Africa Design Travel
- Take it Travel
- airtours
- Bichsel Musikreisen
- Amin Travel
- Raja 4 Divers
- Idea Sprachreisen
- Zugreisen by TCTT
- Dreams of India
- Dorado Latin Tours
- Tibet Culture & Trekking Tour
- Idea Sprachreisen
- Raja 4 Divers
- Dreams of India
- Pagoda Tours
- TCTT - Himalaya

### Hotels

- Relais & Châteaux
- AMAN Resorts
- COMO Hotels and Resorts
- Vana Retreat
- The Luxury Experience mit Chedi
- Beachcomber Resorts & Hotels
- Belmond - exklusiver Hotels, Zugreisen und Flusskreuzfahrten
- Inova - Luxury Hotels & Resorts Griechenland & Spanien
- Lobster Experience - Luxury Hotels & Resorts
- Six Senses

### Cruises

- Hapag-Lloyd Cruises
- SeaDream Yacht Club
- Cunard Line & Princess Cruise
- Star Clipper
- Regent Seven Sea

### Diverse

- Cyprus Travel Office
- Keller WG (Wines from Lake Zurich)
- YveSkin – Skin Care
- TCTT – Travel Lounge





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## Exhibitor feedback

*Great preparation, good atmosphere, first-class location, great composition of exhibitors and top-class visitors.*

*I am sure that the Luxury Travel Day has a future.*

### **Cunard Line & Princess Cruise**

*..... very well organized event, also the personal reception at the entrance was great. The Erlengut is perfect for this event, great location!*

### **Take it Travel**

*The quality of the guests was extremely high and consistently positive. .... for a 1st event I think you can and can will be so far satisfied! We had nobody at the table who was not a potential customer for us.*

### **Relais & Châteaux**

*..... Thank you for inviting us to the first Luxury Travel Day on the Gold Coast. I was able to hold many interesting conversations and explain our small, fine niche product to the right people.*

### **SeaDream Yacht Club**

*All in all it was a successful start with good discussions and interest in our product. The location was fantastic and the distribution of the partners was well chosen.*

### **AMAN Resorts**

*..... Well organized day / High-end clientele = our clientele*

### **Dorado Latin Tours**

*Personally, I think that it was successful as a first trade fair of this format. I have been able to make a note of some new interested parties or potential customers. It was absolutely great for me.*

### **Bichsel Musikreisen**

*..... a complete success, very good discussions developed and interested visitors were present.*

*I also liked the location very much and it fits well with your format.*

### **Fremdenverkehrsbüro Mauritius**



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**Application:**

**Contact:**



Dawa Sigrist - Founder LTD  
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**Registration form**

**Costs:**

The marketing fee is CHF 1500.00 / EURO 1600.00 per standard unit

Company: .....

Product/Brand: .....

Geographical region to be exhibited or type of travel:

.....  
 .....

Contact person: .....

Tel. / Email: .....

**Billing address:**

Company: .....

Strasse / Street .....

City / Post Code .....

Country .....

Remarks .....

.....

.....

**The final confirmation of participation will be issued by the organizers of the Luxury Travel Day.**

## Impressions of past Luxury Travel Day









