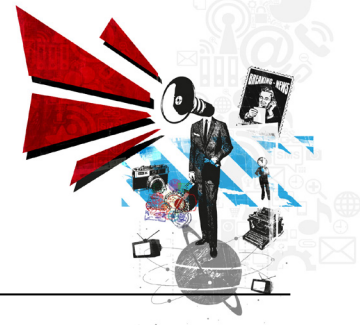


PRESS  
RELEASE

LIMITED  
EDITION  
MIAMI BEACH

DESIGN HOTELS™

The innovative new  
trade show dedicated to  
the high-end Contemporary  
Travel market



# LIMITED EDITION Miami Beach and Design Hotels partner for the first edition of the hip new travel trade show

Beyond Luxury Media and Design Hotels™ are excited to announce a partnership for the first edition of the innovative travel trade event, LIMITED EDITION Miami Beach (10 – 13 June 2013, Miami). Both companies passionately believe there is an urgent need for a new travel trade show that breaks away from the old concept of traditional luxury travel and creates a vibrant and fresh arena for those in the high-end Contemporary Travel\* market; a belief that will make this partnership so electrifying.

Created by Serge Dive and Sarah Ball, the Founders of Beyond Luxury Media and the creative minds behind the launch of arguably the world's two most successful high-end travel markets, PURE Life Experiences (PURE) and previously, International Luxury Travel Market (ILTM - now owned by a global exhibition company), their new show, LIMITED EDITION Miami Beach, will gather the most creative players in Contemporary Travel and drive the industry towards a more inspirational offering.

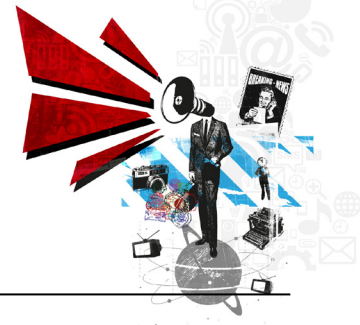
Design Hotels™ embodies the most advanced ideas in the hospitality industry and offers cosmopolitan travellers new options for both travel and inspiration. Created in 1993 by Claus Sendlinger, Design Hotels™ became an instant trendsetter, building a community for the world's leading art and design-led properties. It has since become an iconic brand that has led the way for contemporary hotels, a movement that began as early as the mid-70s, and consequently fits the ethos of the Miami event perfectly.

Claus Sendlinger comments, "Design Hotels™ has always appealed to a community of creatives that are interested in an authentic story rather than traditional luxury. Before LIMITED EDITION Miami Beach, there hasn't been a marketplace that caters to our clients' needs. Our long-standing relationship with Serge and Sarah over the years and our trust in their knowledge of the industry meant that we embraced the opportunity of this partnership from the offset."

Design Hotels™ will bring their unique personality to the show with their exclusive portfolio of the hottest, most cutting-edge properties worldwide. Members will be introduced to the world's best travel trade buyers dealing with the Creative Class\*\* (leisure, corporate, business and events) via the organisation of pre-scheduled appointments, exciting networking events including wild parties and glamorous lunches. This will give all guests a chance to get to know each other on a more personal level.

Serge Dive and Sarah Ball founders of LIMITED EDITION Miami Beach, explain: "We always knew there would be a natural connection with Design Hotels™ and after presenting our vision at the Design Hotels™ annual members conference, we realised there was much more demand for a new marketplace than we previously anticipated. The industry is truly ready for a change of mood and for a way to think about customers differently."

On explaining the rationale behind the creation of the show, Serge and Sarah comment: "Today we are seeing a radical shift of affluence and power from traditional luxury customers to the Creative Class. These customers are single-handedly changing the dynamics of the supply and demand of the high-end travel market. They are looking for more than traditional luxury, which is too conservative, and crave the latest travel products and services that are unique, on-trend and in tune with their local neighbourhood. Through our alliance with Design Hotels™, we want to give travel a new edge; to act as a cure for conventional travel and as an antidote against unfocused and uninspiring cookie-cutter travel trade shows."



## Notes to Editors

### \*Contemporary Travel:

Travel and hospitality products that depart from the traditional "cookie-cutter" luxury travel offering and epitomise the idea of a modern lifestyle.

### \*\*Creative Class:

The Creative Class now represents 30% of the workforce in western societies and is growing by 7% every year. Source: 'The Rise of the Creative Class' – Richard Florida and 'Europe in the Creative Age' – Richard Florida and Irene Tinagli]

### About Beyond Luxury Media:

Beyond Luxury Media Ltd is a handcrafted and innovative media company with a personal approach dedicated to providing superior marketplaces for the high-end travel market. Specialists at creating and building communities for previously untapped high-end markets, Beyond Luxury Media has been responsible for carving out the key industry changing event for the high-end Experiential Travel market, PURE Life Experiences and now for the Contemporary Travel culture, LIMITED EDITION Miami Beach.

### About Serge Dive:

Serge, CEO & Founder of Beyond Luxury Media Ltd is the man behind the creation of some of the world's most influential high-end travel market places. He was the creator and CEO of the world's premier and leading market place for the luxury travel industry: ILTM in Cannes, before selling it to a globally recognized exhibition company. As their consultant he then launched ILTM's sister event, Asia Luxury Travel Market in Shanghai (recently renamed ILTM Asia) and in 2009, he founded PURE Life Experiences in Marrakech with Sarah Ball and more recently, LIMITED EDITION Miami Beach.

### About Sarah Ball:

Sarah, COO & Co-Founder of Beyond Luxury Media Ltd is one of the most accomplished marketers in the business world of hospitality and one of the most connected when it comes to leisure media and travel trade buyers. She was the mastermind behind the travel agent recruitment programme, marketing and PR for ILTM and brought the same expertise and marketing skills, strengthened at luxury watch company Linde Werdelin, to PURE Life Experiences alongside Serge Dive in 2009 and finally LIMITED EDITION in July 2012.

### About Design Hotels

Design Hotels™ represents and markets a curated selection of more than 200 independent hotels in over 40 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides. Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore and Perth.

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