

# ULTRA

FOR VISIONARIES OF LUXURY TRAVEL



AN INVITE-ONLY GLOBAL EVENT

25-29 January 2026 | Atlantis The Royal, Dubai UAE



# FOR THE VISIONARIES OF LUXURY TRAVEL

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## ULTRA BY PRIVATE LUXURY EVENTS

By invitation only, Ultra brings together a collective of the highest-level, pre-qualified luxury travel advisors and exhibitors catering to UHNWI at one spectacular show.

Every year, we ask our travel designer community what their clients are truly seeking in a travel experience. Ultra was created to fulfil the demand for a space where bucket-list properties and products can meet luxury travel advisors - including Family Offices, EAs, and PAs to UHNWI - who are looking for exactly what they have to offer.

Prepare to transcend boundaries, unlock new possibilities, and be part of an exclusive gathering that shapes the future of our industry.







# ULTRA

THE PINNACLE OF LUXURY TRAVEL

## INFLUENCE IN THE ROOM

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We've taken the time to hand-select people and products to be part of the collective. These are global industry leaders pushing the boundaries and establishing the pinnacle of luxury travel.

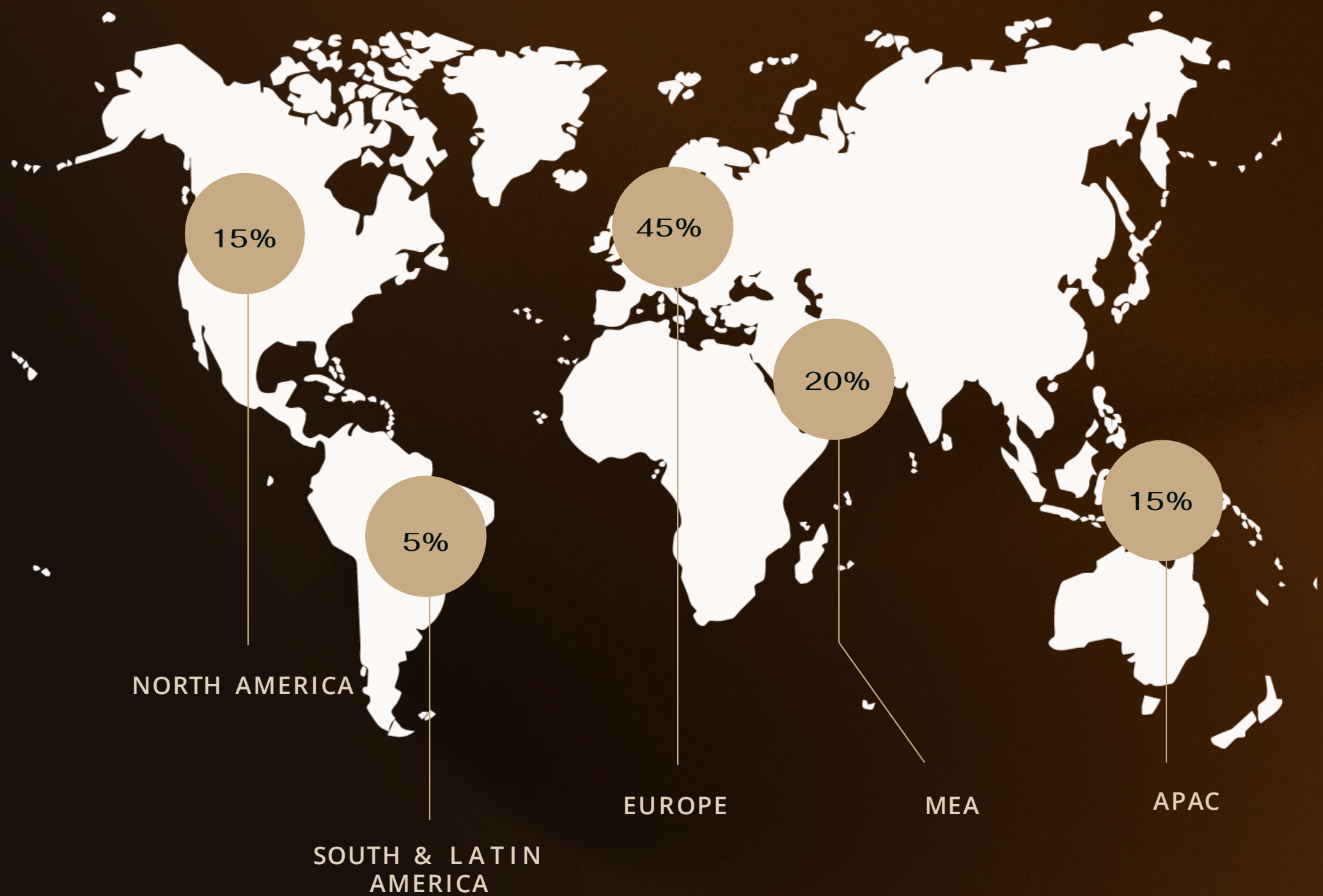
### 210 on the guestlist

Pre-qualified global luxury travel advisors – including Family Offices, EAs, and PAs to UHNWI - and hand-selected top luxury products.



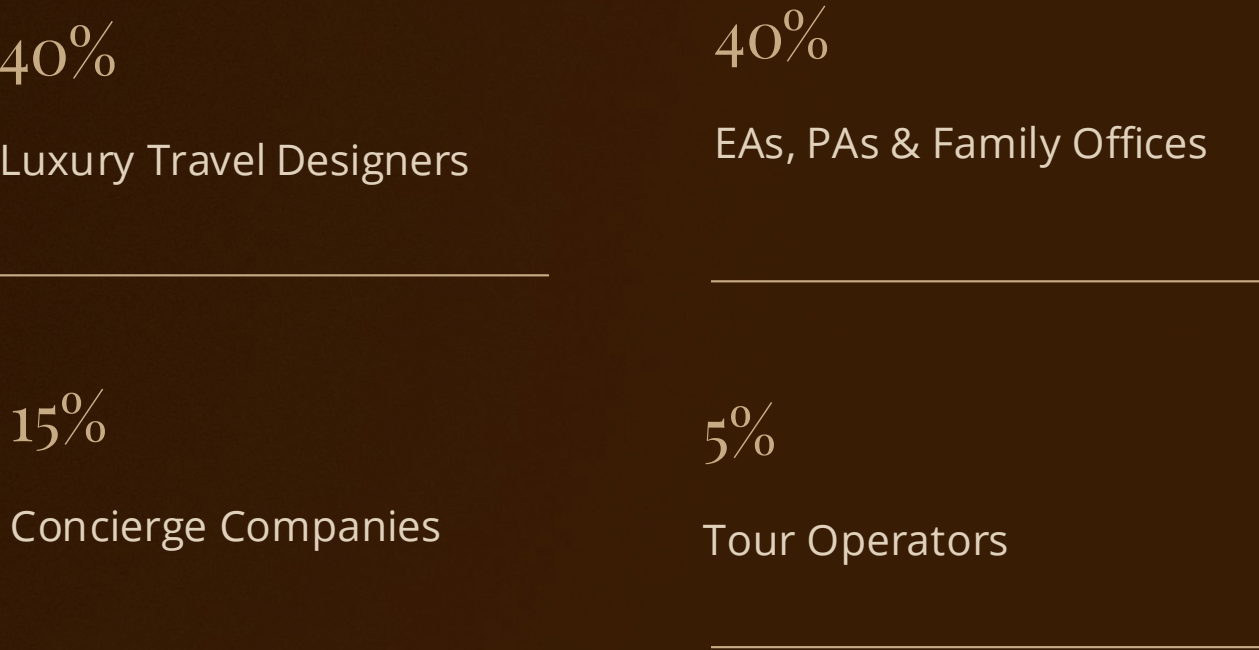
# OUR ULTRA BUYER COMMUNITY

£400 million in collective private travel designer annual buying power – all in one room



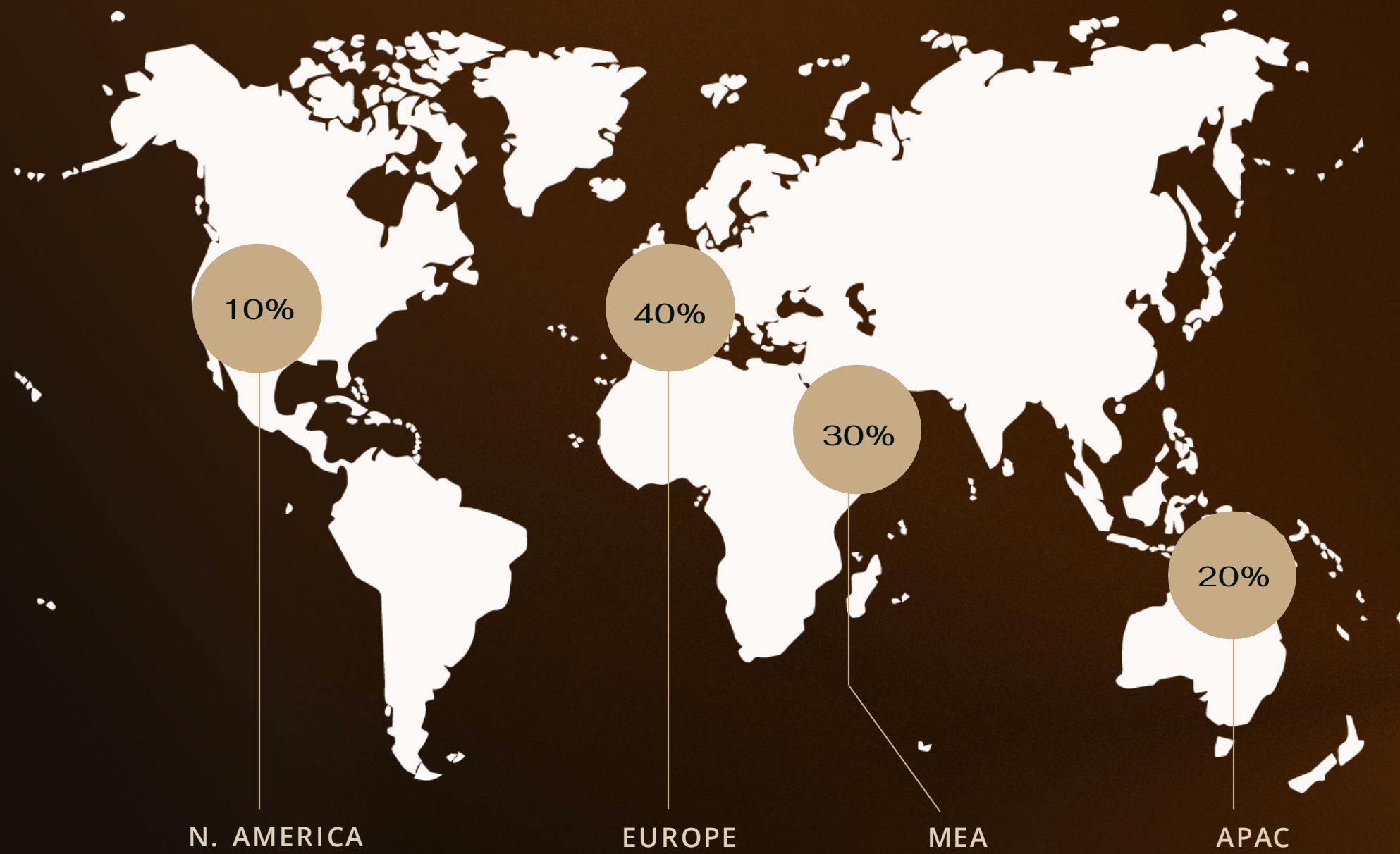
## TYPE OF BUYER

Ultra welcomes a unique group of buyers, hand selected for their client portfolio. Buyer types include family offices, executive assistants, personal assistants, and celebrity agents for UHNW individuals.





# OUR ULTRA EXHIBITOR COMMUNITY



## TYPE OF EXHIBITOR

Exhibitors at Ultra are hand selected for their ability to deliver the highest standards of distinction, discretion, and service in the industry.

20%	20%	20%	15%	15%	10%
Luxury Brands	Lodge & Safaris	Luxury Villas	Luxury Transportation	Private Islands	Experiential & Wellness

## EXHIBITOR SNAPSHOT

Join the top exhibitors in the industry

AIRELLES



*"Ultra is truly the perfect fit for our property. We secured bookings totalling nearly half a million USD through agents we met at the show. We've also received numerous requests from other agents eager to experience our stunning resort firsthand. I'm still in touch with the partners I met, and many have sent booking requests."*

ZHILAH VEGO,  
ST. REGIS



## EXPERTS IN THE INDUSTRY

Private Luxury Events is the global community for leaders in luxury travel, where the highest-quality buyers and exhibitors gather to guide the future of the industry.

With 10 years of experience in hosting events, we create the best possible environments for building genuine relationships that lead to quality business.

### OUR STORY IN NUMBERS

1 million+

one-to-one meetings

180+

events

40+

countries worldwide





# TESTIMONIALS

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## BUYER TESTIMONIALS

*"The presence of renowned companies and top-level speakers made the event extremely authoritative, creating impactful networking and synergy opportunities. We strongly recommend Ultra to anyone looking to elevate their professional level and achieve tangible results."*

FRANCESCA COSTA,  
BELCOST

*"The name 'Ultra' is no lie; this was the best event I have ever experienced in the ultra-luxury segment of the travel industry"*

ILSE DEVOS,  
TRAVEL LOUNGE

## EXHIBITOR TESTIMONIALS

*"It was truly a pleasure to be part of the very first edition of Ultra. The quality of buyers are 100% clients that we targeted from business perspective. I had a chance to meet one of potential buyer that gave me a group staying at the resort right after the event."*

ARIEK MAHARDIKA  
MANDAPA, A RITZ-CARLTON RESERVE

*"I'm already seeing increased engagement with our brand, directly attributable to the connections made at Ultra. I highly recommend Ultra to any hotel seeking to elevate its presence in the luxury market."*

FISAL EL BAYOUMY,  
ROCCO FORTE HOTELS ITALY



# THE ULTRA PROGRAMME

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## **Inspirational Content**

Explore the future of ultra-luxury through insightful panels and discussions led by industry leaders.

## **Brand Stories**

Elevate your show floor presence at Ultra through highly personalised, branded spaces.

## **Elevated Experiences**

See the iconic city of Dubai through the lens of luxury, with experiences hosted by world-renowned brands.

## **Intimate Evenings**

Deepen your connections at evening events designed to showcase Dubai's high-end venues and offerings.





## MEETINGS THAT DELIVER

### AI powered matchmaking

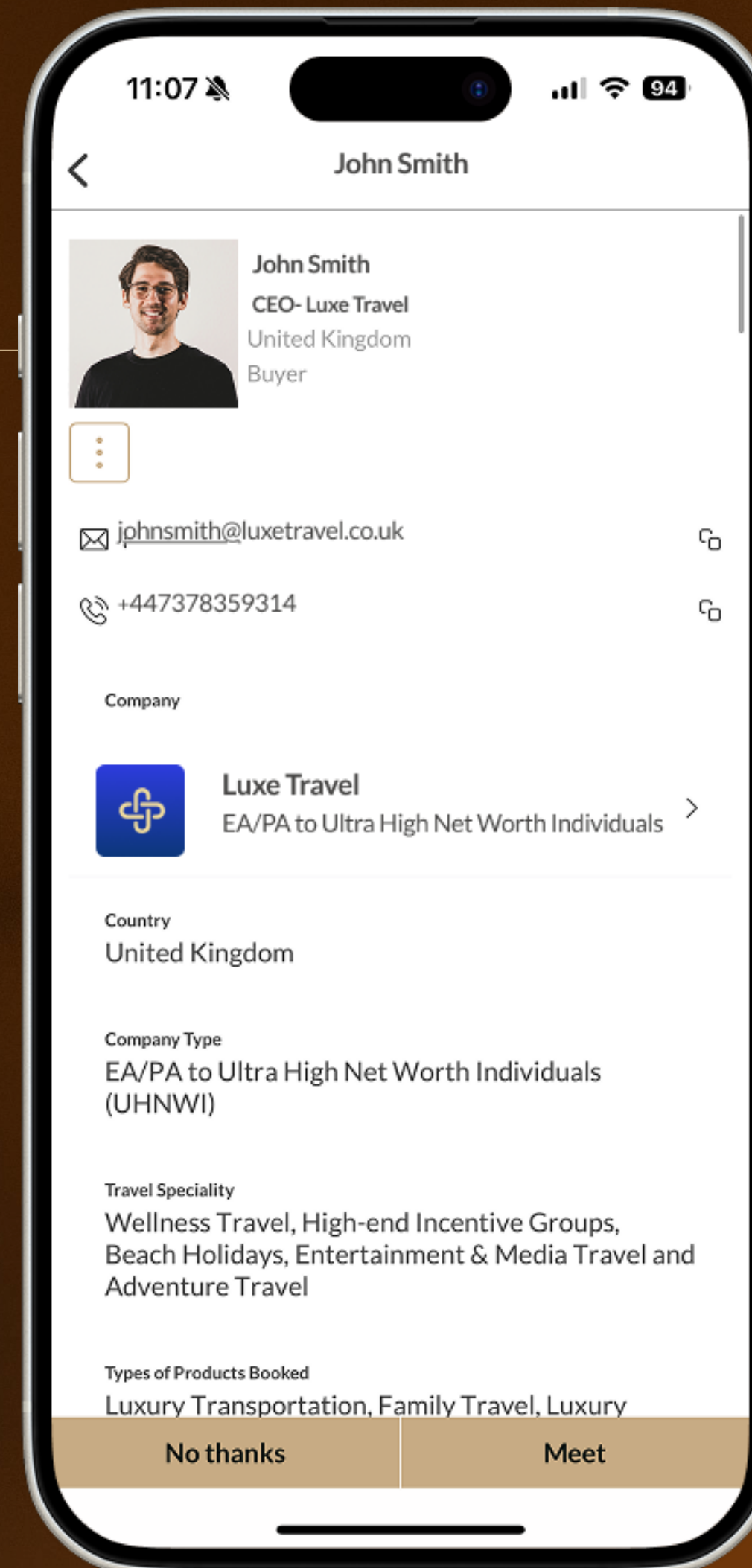
Our dedicated app, Wyred, matches you with the most relevant buyers for your business. The Inbound Leads feature allows you to see which buyers are interested your product ahead of the event.

### Never miss a connection

Throughout the event, you can scan the badges of other attendees through the Wyred app, allowing you to track your ROI and reconnect after the event.

### Onsite support and meeting management

Say goodbye to missed meetings. Our team is always present in the meeting room to provide support and ensure that buyers show up to meet you.



*"The Wyred app is easily the best networking app I have ever used for an event."*

KATYA BAUVAL,  
VILA VITA PARC







# THE CLASSIC

## EXHIBITOR SPACE

Consider The Classic, where an intimate space is all you need as your story says the rest. Usually selected by boutique and independent properties to help them form meaningful meeting connections.

## INCLUSIONS

- One delegate badge
- 43 pre-scheduled appointments
- Table and two chairs with a branded table sign
- Three networking lunches
- Three iconic evenings
- Access to the Wyred App
- Dedicated account manager







## THE SPOTLIGHT

### EXHIBITOR SPACE

Created to elevate your show floor presence, The Spotlight offers a space where your brand is on display. Favoured by DMCs, private islands, and distinguished, grand hotels, this allows your product to stand out with elegance.

### INCLUSIONS

- One delegate badge
- 43 pre-scheduled appointments
- Dedicated 2.5sqm space with one branded wall displaying an image of your choice, comfortable seating, and table
- Three networking lunches
- Three iconic evenings
- Access to the Wyred App
- Dedicated account manager

*Bespoke customisable brand activations are available upon request - whatever you can imagine for your brand, we can bring it to life.*



# THE SHOWCASE

## EXHIBITOR SPACE

Ultra's largest space: The Showcase Studios are designed for ultimate privacy. These luxurious spaces allow you to captivate and enchant your most coveted connections in a quieter area with upgraded elements.

## INCLUSIONS

- Two delegate badges
- 43 pre-scheduled appointments
- Dedicated 5sqm private studio with branded wall, comfortable seating, table, and décor
- TV screen to display video or imagery
- Three networking lunches
- Three iconic evenings
- Access to the Wyred App
- Dedicated account manager
- Platinum Exhibitor benefits including an invitation to our VIP buyer night

*Bespoke customisable brand activations are available upon request  
- whatever you can imagine for your brand, we can bring it to life.*





# ULTRA

WANT TO BE PART OF THE  
ULTRA COLLECTIVE?  
REGISTER YOUR INTEREST

Need more information?

Get in touch with us at [concierge@privateluxuryevents.com](mailto:concierge@privateluxuryevents.com)