

PRIVATE
LUXURY

Private Luxury Dubai

29 March - 2 April 2026 | JW Marriott Marquis Dubai | Dubai, UAE



Dubai: A global leader in luxury hospitality

Dubai stands at the crossroads of East and West; a destination where cultures, ideas, and opportunities converge. Its signature blend of global influence and local authenticity creates the perfect setting for meaningful encounters and lasting partnerships.

Dynamic, diverse, and open to the world, Dubai is the natural home for our global edition, bringing together the finest luxury travel professionals together from every corner of the globe.

Distinctive events, exclusive luxury

Private Luxury 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

“The selection of buyers was excellent, ensuring meaningful connections and productive discussions. Private Luxury is an absolute must attend for industry professionals.”

Andreas Naegele, Ambergris Cay



Meetings that deliver

AI powered matchmaking

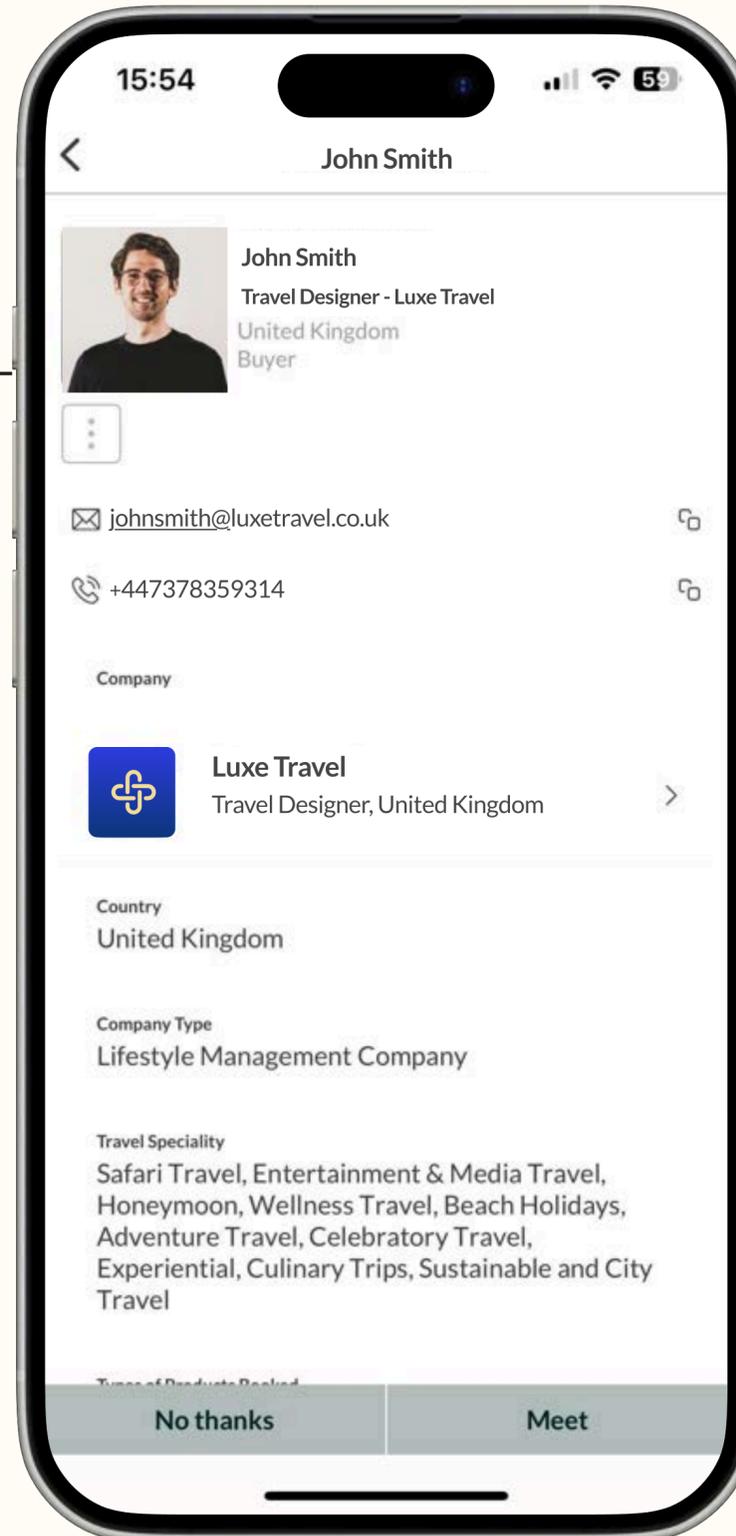
Our dedicated app, Wyred, matches you with the most relevant buyers for your business. The Inbound Leads feature allows you to see which buyers are interested your product ahead of the event.

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 Private Luxury Dubai experience



Designed for connection

Spend your time most productively, engaging in up to 48 curated one-to-one meetings and high-impact networking opportunities at our largest Private Luxury event of the year.



Afternoon of experiences

Take part in Shared Experiences that give you the opportunity to explore the destination and continue building on your connections in a relaxed, informal setting outside of your pre-scheduled meetings.



Evenings that elevate

Our Opening and Closing nights provide the perfect setting to forge new connections, while the middle night offers leisure time to relax and rejuvenate.



Power in the room

Highly influential decision makers

Only the most senior level buyers are selected to attend our events. These are top industry leaders and established agencies with 8+ years of luxury travel experience.

180 luxury travel buyers

160 global exhibitors

12.5K connections made

£375M in collective private travel designer annual buyer power – all in one room

Our buyer community

Buyer showcase



UNIQUE.FAMILY.TRAVELS

GOZAHID

Miss Jones

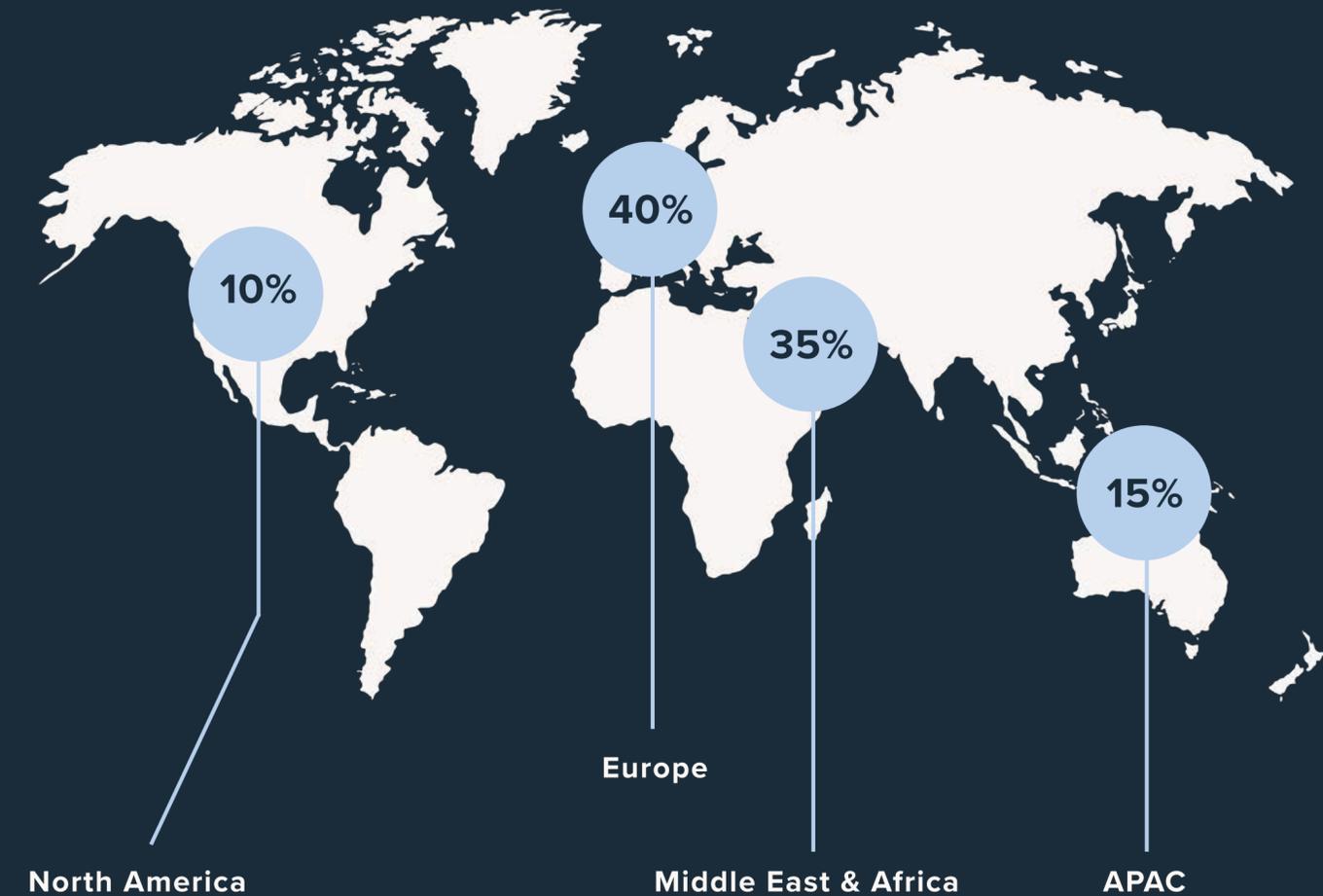
safrans[®]
DU MONDE

SUITE DNA

Types of buyers



Buyer markets



*Main European dominant markets including UK, France, Germany, Benelux, Spain, and Italy



Why choose Private Luxury Dubai?

It's all about efficiency

Engineered for ultimate productivity, this event strips away what doesn't matter to focus on what does: high-value connections and meaningful conversations.

It's networking, naturally

Giving you greater autonomy and more flexibility. Putting you in control of how you spend your time and providing elevated opportunities for your brand to shine.

It's quantity and quality

More meetings with masterful decision-makers. All the best elements of a Private Luxury event, but with added choice, freedom, and flexibility.

Exhibitor space

The Classic

With The Classic, you'll have the opportunity to forge valuable connections during morning meetings, afternoon activities, and evening events.

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



Exhibitor space

The Studio

The Studio is designed for ultimate privacy, allowing you to captivate and enchant your most coveted connections in a quieter area with upgraded elements.

- Two delegate badges
- 48 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
- Two iconic evenings
- Access to the Wyred app
- Dedicated account manager
- Platinum access and benefits including first access to meeting preferences and a post-event meetings report

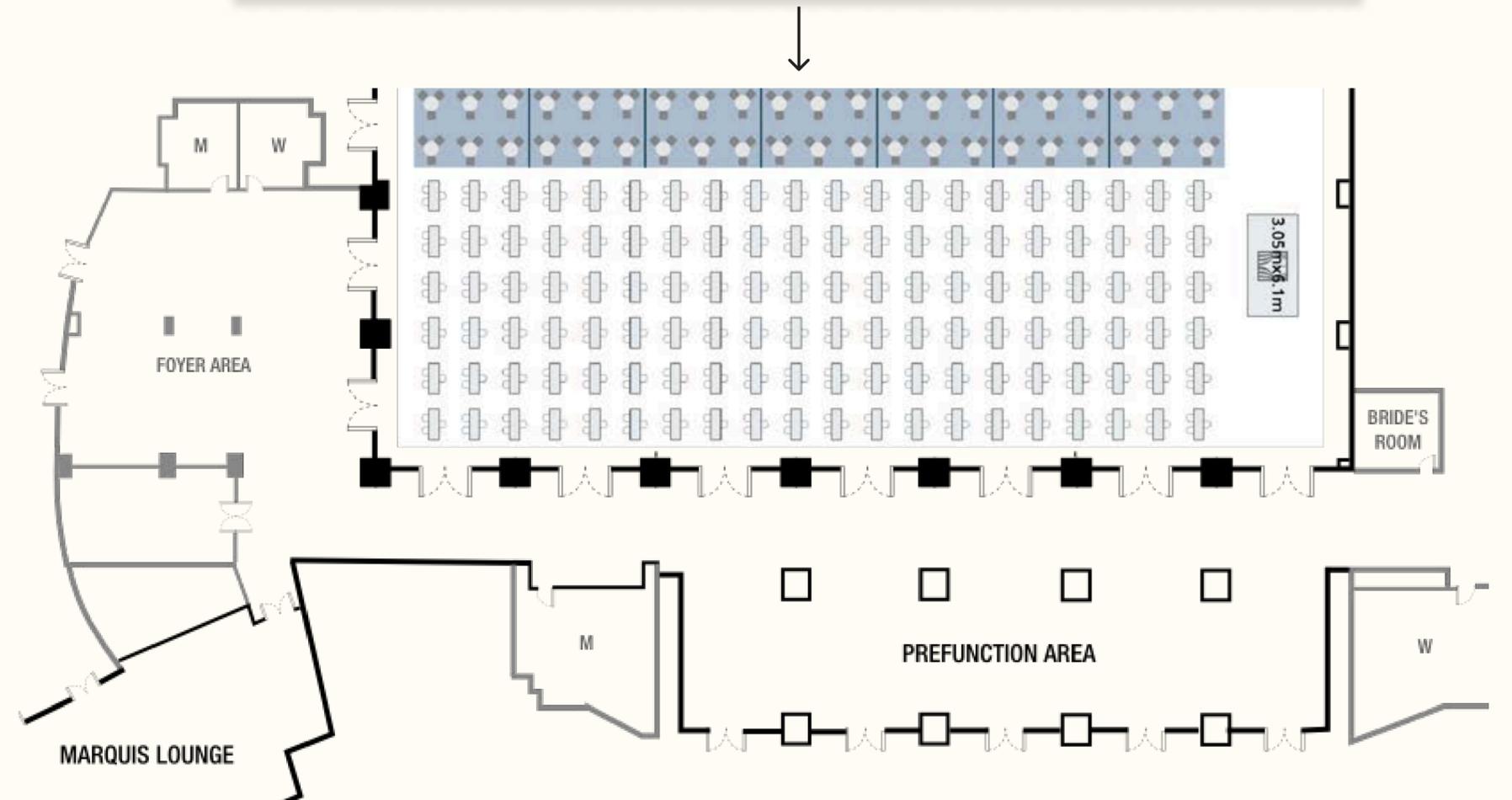


Brand area

The Takeovers

The Takeovers offer an exclusive floor space within the meeting room, elevated by a striking branded backdrop and premium, upgraded furnishings.

- 35m² exclusive floor space
- 1x branded backdrop (7m wide x 2.5m high) illuminated with uplighters
- Fits up to six tables
- Upgraded furniture: Premium round table with three stylish chairs each
- USB power outlet
- Exhibition carpet



PRIVATE
LUXURY

Want to attend Private Luxury Dubai?

29 March - 2 April 2026 | JW Marriott Marquis | Dubai, UAE

Secure your spot

For more information, get in touch with us at sales-team@privateluxuryevents.com.