

A private, invitation-only environment curated exclusively for the world's most prestigious ultra-luxury travel brands.

The Ultra Luxury Lounge is a bespoke showcase designed to elevate brand presence and facilitate meaningful connections with the industry's most influential luxury travel buyers.

Featuring private suites, personalised hospitality, and premium networking, this is the most refined way for ultra-luxury brands to participate at ATM.

Why Exhibit in the Ultra Luxury Lounge?

- The most refined exhibition environment at ATM
- Direct access to highly influential luxury buyers
- Premium visibility and brand differentiation
- Concierge-style hospitality and seamless meeting flow
- A curated, high-value platform created specifically for ultra-luxury travel brands





What's Included

- **Private Brand Suite**

Elegantly designed premium suite with bespoke décor, dedicated screen, and space for high-value meetings

- **Premium Buyer Access**

Direct access to curated luxury travel advisors specialising in HNW and UHNW clients.

- **High-End Hospitality**

Catering served throughout all four days to support uninterrupted meeting flow.

- **Curated Networking Area**

Sophisticated communal lounge designed for premium, informal networking with elite buyers.

- **Integrated Meeting Visibility**

Exclusive visibility from Buyer Club Members and Luxury Hosted Buyers only to pre-schedule appointments.

- **Premium Digital Presence**

Enhanced visibility across ATM's digital platforms and exhibitor listings before, during, and after the show.

- **Access to ATM Smart Tools**

Leverage meeting optimisation, lead generation, and insight-driven reporting to maximise ROI.

- **Invitation-Only Networking Events**

Exclusive access to private networking functions with top-tier luxury buyers and industry leaders.

- **Four-Day Immersive Experience**

A continuous, luxury environment designed to elevate brand presence and foster long-term partnerships.

**Secure your place within the Ultra Luxury Lounge –
complete the stand enquiry form to begin
your journey.**

Enquire Now

