



**Leading luxury travel industry brands
XO Private and Lobster Experience
pool their strengths**

As from January 1st, XO Private and Lobster Experience have bundled forces in order to offer the high-end travel industry one of the most performant, B2B sales and marketing platforms available in the global marketplace.

The agreement offers Lobster Experience the opportunity to strengthen its leading position within its important DACH (Germany, Austria, Switzerland) and CEE (Central & Eastern Europe) source markets while paving the way further global international expansion.

XO Private, on the other hand, is offered the unique opportunity to tap into the pool of knowledgeable staff and IT system resources offered by Lobster Experience whilst also being able offer XO Private Members access to the most successful loop travel trade shows.

Against this exciting background, the XO Private website (www.xoprivate.com) will be expanded to include the Representation Masters (hotel representation and travel PR companies), Show Masters (travel trade shows and high-end consumer events) and Lifestyle Masters (products to increase the experiential DNA of both hotels and operators) categories in addition to its existing line-up consisting of Suite Masters (accommodation providers), Experience Masters (experience operators) and Destination Masters (FIT destination specialists).

Also, the finest travel designers from around the globe, who often still lack the professional recognition they deserve, will be brought together into one definitive overview, XO Private's Preferred Travel Designers.

XO Private members furthermore stand to gain from XO Private's ever-increasing presence at leading, appointment-driven travel trade shows around the globe such as e.g. PURE Life Experiences (Marrakech), loop Hamburg (Hamburg), ILTM Asia Pacific (Singapore), loop Prague (Prague), We Are Africa (Cape Town), loop Switzerland (Andermatt) and ILTM Cannes (Cannes). Several other shows are currently being considered and will shortly be added to XO Private's comprehensive calendar.

More than ever before, XO Private will reinforce its role as a one of the most reliable and inspirational sources of information for those premium travel designers seeking to design an escape or journey away from the ordinary and/or media professionals wishing to showcase truly extraordinary (XO) products from around the world.

In order to remain in the know of the latest news updates and additions to the XO Private portfolio, we recommend to register for XO Private's weekly newsletter on the homepage.

„We have been successfully working together on various projects over the past 20 years. Sharing the same values, ideas and vision, it was only a matter of time to take our business relationship to the next level“, says Yvan Vermeesch, founder and managing director of XO Private. The company has always set new industry standards and offered a unique source of inspiration for travel designers and media alike as a global ambassador for experiential travel.

„The desire to change things, to revolutionize the market with exciting new ideas and concepts, to live up to the promises we have made, without compromising on quality, is what unites us. We are constantly looking how to add value for our partners and our network. We are now one step closer to achieving this goal“, add Astrid Oberhammer and Andreas Müller, founders and managing directors of Lobster Experience.

ENDS

About Lobster Experience

The company Lobster Experience includes the business departments Lobster Collection (Sales), Lobster Event, Lobster Communications (PR), Lobster Academy and Little Lobster (Marketing). The company is also the organizer of the loop travel trade shows.

www.lobster-experience.com

About XO Private

Since its founding in 2003, XO Private has become a reference partner for numerous, unique hotels and experience operators around the world. The refreshingly innovative sales and marketing concept has led to a „must adopt“ position within the high-end market.

www.xoprivate.com