

PRESS RELEASE



XO PRIVATE LAUNCHES NEW, STATE OF THE ART WEBSITE

June 25th, 2020

Taking advantage of the recent COVID-19 lockdown, the team at XO Private completely redesigned the XO Private website in order to integrate the latest technologies and industry trends in order to deliver a most visually inspiring, lead generating experience.

Staying true to its innovative DNA, the COVID-19 lockdown brought the industry to an absolute standstill and offered all the perfect opportunity to reflect on the business, its challenges and opportunities as well as the best way forward to connect with the new 'normal'.

The result is the brand new www.xoprivate.com website that offers a visually enticing experience that is absolutely second to none, while also integrating a number of attractive new elements such as, e.g.

° Wellness Masters

There is clearly no better moment in time to launch this exciting, new Masters category that will focus on bringing together the finest players within the global Medical & Wellness field.

° The Originals

Discover a series of inspiring journeys and experiences that cannot be found readily available as part of any tour operator programme. These are truly unique, bespoke 'once-in-a-lifetime' experiences for those who prefer the more original things in life.

Earlier this year, the XO Private team was joined by Ms. Adrienne Harris, who immediately demonstrated her value by heading the full design of the new XO Private website. With her talent on board, many more exciting developments can be expected in the coming weeks and months.

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About XO Private:

XO Private is a sales & marketing platform that connects the finest players within the bespoke travel industry. It offers a guaranteed, cost-effective way to enjoy direct access to a wide range of powerful sales & marketing tools whilst also offering a well-established, global umbrella brand that stands for a trusted seal of quality. www.xoprivate.com

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