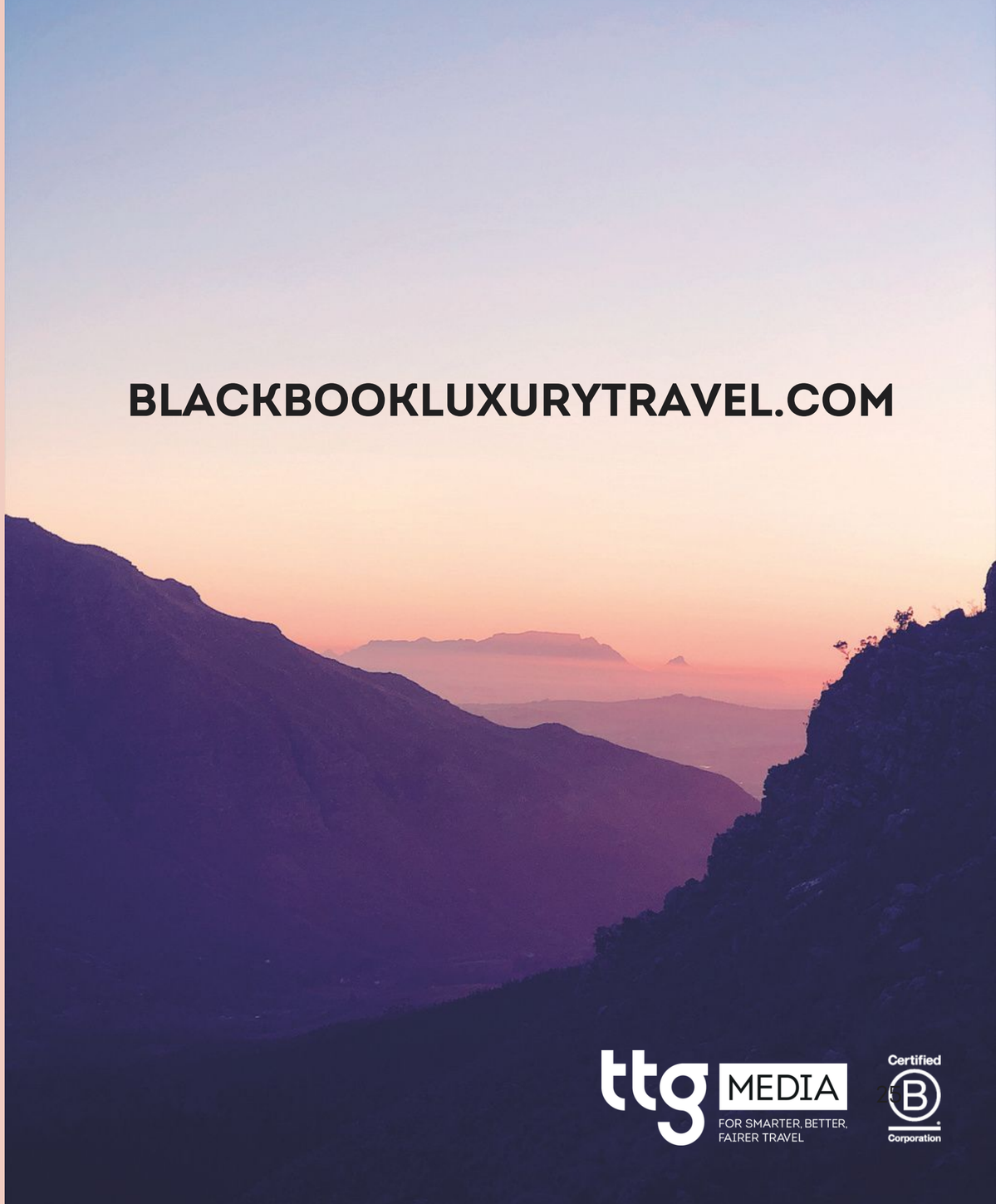
Black Book

WHERE LUXURY TRAVEL MEETS




Black Book


switzerland
GENEVA TOURISM
Rail Europe
SWISS WINE


TRENDS AND INSPIRATION
IN ASSOCIATION WITH
Explora JOURNEYS
Black Book
WHERE LUXURY TRAVEL MEETS


Black Book
WHERE LUXURY TRAVEL MEETS
BUSINESS DESIGN CENTRE


CATALUNYA


CONRAD
HOTELS & RESORTS


PURE
LUXURY
Escapes for the discerning traveller, from those in the luxury travel know

Black Book

Following the sell-out event in 2026, BLACK BOOK returns in October 2027, designed to connect 200 leading travel advisors from across the UK and Ireland with a host of distinctive premium travel brands.

Centred around an intuitive appointment-based model, the second edition of BLACK BOOK will be a two-day, hosted-buyer event taking place at the Business Design Centre in London on **19-20 October 2027**. Now hosted in the Gallery Hall, this will become THE place for the finest luxury travel professionals to meet and will also offer inspirational conference content that fits advisors' needs combined with unrivalled opportunities for quality networking.

For the first time, Black Book will now also integrate the long-established and much-loved TTG Luxury Travel Awards within the programme (NEW for 2027).

Anticipated delegates/attendees:

- **Luxury travel advisors – 200**
- **Luxury travel suppliers – 130**
- **Total predicted meetings – 4,420**



Black Book

Rooted in research

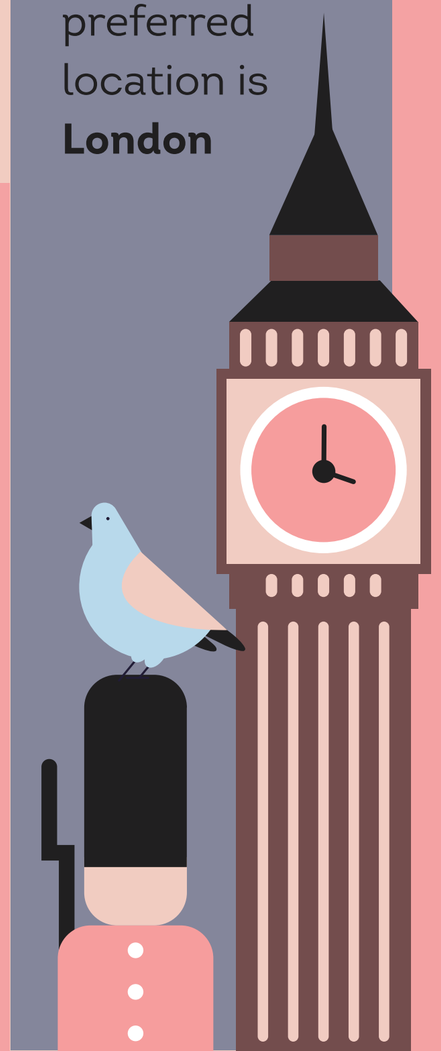
Black Book has been created as a result of intensive industry research carried out by an independent third-party company among both travel advisors and suppliers.

Research found the events luxury agents value the most are:

- **1-2-1 supplier meetings**
- **Training and educational content**
- **Trends panels**
- **Networking**

84% of **agents** said they would **attend an event** that meets all four of these needs

79% said their preferred location is **London**



An event in luxury travel with the greatest chance of success needs to be:

- **Intimate**
- **Offer a selective and qualified audience**
- **Offer discovery and inspiration across the whole sector**
- **Offer an exceptional experience reflective of the market and sellers' needs**

Black Book

How it works: advisors

200 luxury travel advisors from across the UK & Ireland will be personally invited, or carefully vetted on application, by TTG Media, the only UK media title with a fully-profiled database of more than 19,700 agents.

All agents will need to give a business profile and will be vetted based on luxury sales volume, ABV, client profile and product and supplier alignment, ensuring meaningful meetings and ROI.

Attending advisors will be hosted at hotels across London, ensuring ease of access for their two days at BLACK BOOK.

Advisors enjoy a host of benefits:

- Hosted over two days with breakfast, lunch, dinner & accommodation
- Guaranteed BLACK BOOK of meetings over two days (up to 34 slots)
- Opportunity to select preferred suppliers for meetings
- Exclusive networking events
- Dedicated conference content designed for luxury advisors



Black Book

Meet a highly engaged community of luxury travel advisors with the influence, client base and booking power to drive meaningful business.

WHAT DOES A BLACK BOOK TRAVEL ADVISOR LOOK LIKE?

Decision Makers
100%

Average booking value
£19,677

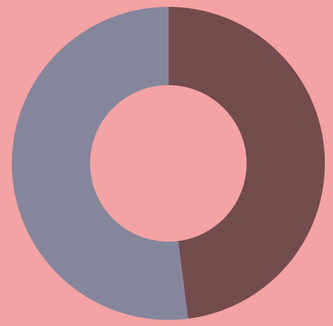
Annual revenue of
£971,000



2026 TRAVEL ADVISOR BREAKDOWN



High street, travel lounge or concierge business
52%





Home based agency
48%

Unrivalled booking power:
£153m+
total revenue in the past 12 months

Building long-term partnerships:
3,000+
meetings across two days

Black Book

How it works: suppliers

This unique London-based event will offer maximum networking time with your target audience, hand-selected by TTG Media and then mutually matched through our AI-powered event platform.

YOU have the power to choose who you meet with. This ensures you not only find the right partner, but can build NEW long-lasting, trusted and profitable relationships,

Benefits to suppliers

- 34 guaranteed meetings matched via our AI-powered event platform
- Access to pre- and post-event communication packages
- Branded booth(s) fully supplied by TTG Media: just turn up and meet
- Enjoy additional networking opportunities over two days
- Business-building, insight & market trends conference sessions
- Exclusive sponsorship opportunities



Black Book

1-2-1 MEETINGS – a guaranteed two-day schedule

BLACK BOOK will be attended by the best suppliers from across the luxury travel landscape. Each appointment will be 12 minutes long (with three minutes move time in between).

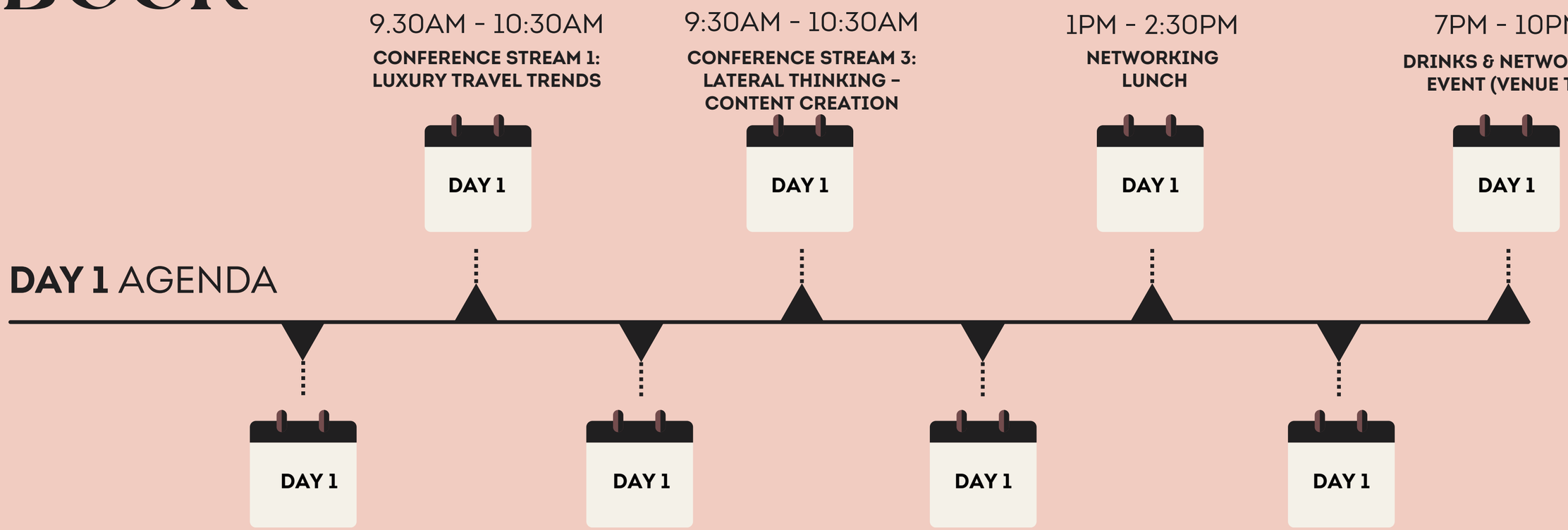
Once confirmed as a partner and registered, you will receive your login to the BLACK BOOK dashboard where you can review the profiles of attending luxury agents.

The appointment requesting period will open in August 2027. All requests will then be matched by our AI system. Mutual requests matched first, then requests made by the attending buyers, followed by all suppliers. Once you receive your schedule, you are able to add, reschedule or cancel any of your appointments via your BLACK BOOK dashboard.



Black Book

DAY 1 AGENDA



8.30AM - 9.30AM
NETWORKING BREAKFAST

9.30AM - 10:30AM
CONFERENCE STREAM 1: LUXURY TRAVEL TRENDS

9:30AM - 10.30AM
CONFERENCE STREAM 2: BUSINESS ADVICE - MARKETING MAGIC

9:30AM - 10:30AM
CONFERENCE STREAM 3: LATERAL THINKING - CONTENT CREATION

10:45AM - 1PM
8 X SCHEDULED ONE-TO-ONE MEETINGS

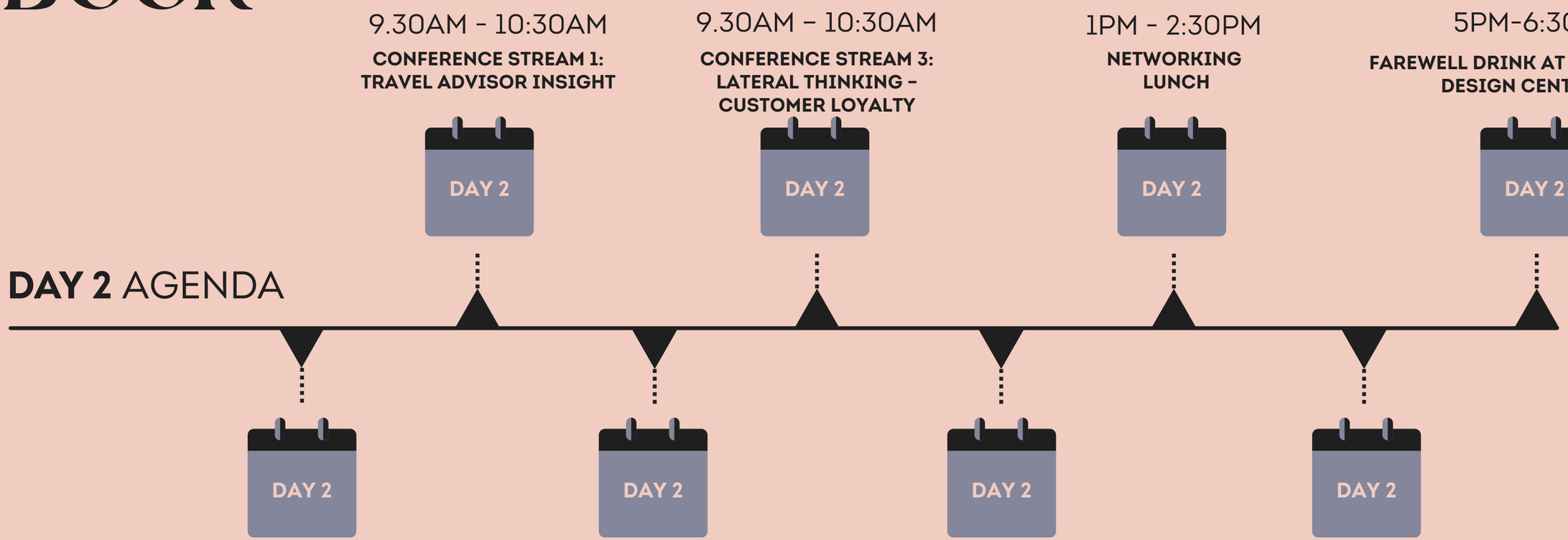
1PM - 2:30PM
NETWORKING LUNCH

2.30PM - 5PM
9 X SCHEDULED ONE-TO-ONE MEETINGS

7PM - 10PM
DRINKS & NETWORKING EVENT (VENUE TBC)

Black Book

DAY 2 AGENDA



8.30AM - 9.30AM
NETWORKING BREAKFAST

9.30AM - 10:30AM
CONFERENCE STREAM 1: TRAVEL ADVISOR INSIGHT

9:30AM - 10.30AM
CONFERENCE STREAM 2: BUSINESS ADVICE – SALES STRATEGY

9.30AM – 10:30AM
CONFERENCE STREAM 3: LATERAL THINKING – CUSTOMER LOYALTY

11AM - 1PM
8 X SCHEDULED ONE-TO-ONE MEETINGS

1PM - 2:30PM
NETWORKING LUNCH

2.30PM - 5PM
9 X SCHEDULED ONE-TO-ONE MEETINGS

5PM-6:30PM
FAREWELL DRINK AT BUSINESS DESIGN CENTRE

Black Book

SIGNATURE MEETING PACKAGE

BOOTH INCLUSIONS

- Full turn-key premium 3x3mt meeting booth solution
- LED screen included in your booth
- Furniture included for 1-2-1 meetings for 2 representatives*
- Power and lighting included in stand

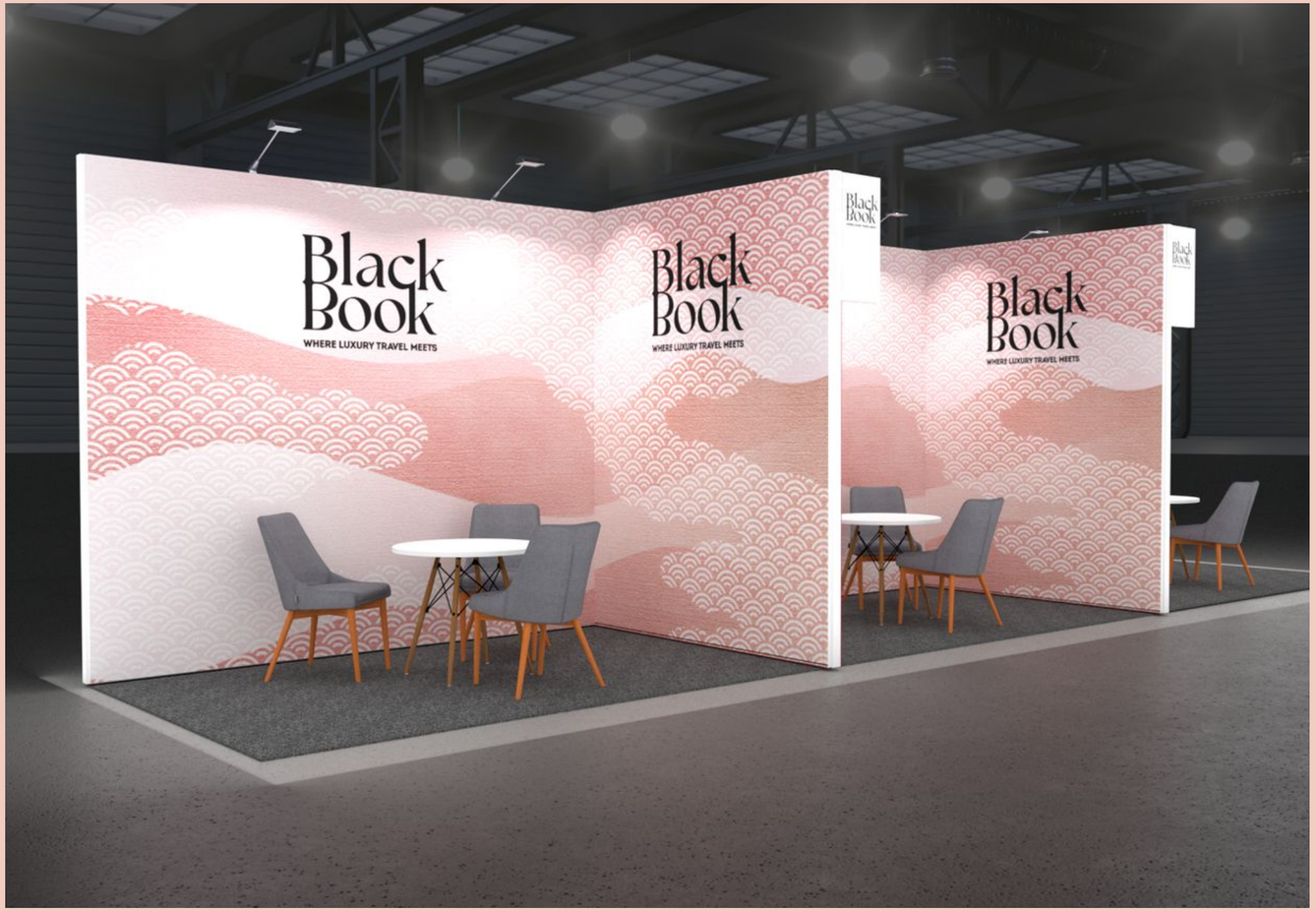


Black Book

CLASSIC MEETING PACKAGE

BOOTH INCLUSIONS (CLASSIC PACKAGE)

- Full turn-key 3X2mt meeting booth solution
- Furniture included for 1-2-1 meetings*
- Power and lighting included in stand
- Your logo included in booth signage/design



ttg LUXURY

TRAVEL AWARDS 2027

Now approaching its 10th edition, the TTG Luxury Travel Awards will move to October in 2027 to bring a thrilling new addition to Black Book.

The premier multi-sector awards in luxury travel in the UK & Ireland, the TTG Luxury Travel Awards recognise the travel advisors and suppliers operating at the very pinnacle of their profession, as well as the individuals making a difference to this vibrant sector.

Taking place on the afternoon of **Monday 18th October** (Venue/Date TBC), the awards will celebrate the sector's heroes to launch an epic three days for luxury travel.

