

INTERLUXE

CONSULT | DESIGN | EXPERIENCE



AGENCY PROPOSAL FOR



INTRAV

Event Names and Taglines

- **The Intrav Affair:** The Transcendent Journey to Your Personal Destination
- **The Intrav Launch Party:** Destination is Personal
- **Intrav's Night of Nostalgia:** Where Travel Meets Glamour
- **The Intrav Affair:** Front Row Seats to the World
- **Intrav Exclusive:** An Evening Celebration of Opulent Travel
- **Intrav:** An Evening Where the Sky's Limitless
- **The Intrav Affair:** Your Ticket to Naturally Occurring Perfection
- **The Intrav Celebration:** Embarking on a Journey to Perfection
- **The Intrav Soirée:** Arrive at Perfection
- **The Intrav Affair:** Traveling in the Wings of Luxury
- **The Intrav Affair:** Your Voyage to Understated Elegance
- **The Intrav Affair:** Unplug. Escape. Luxuriate.

Description

An evening celebration of luxury travel, this event focuses on the journey, rather than the destination. Held in a spacious airplane hangar, guests will be transported back in time to an era when travel and glamour went hand-in-hand. From the “airline ticket” invitations and red carpet entrance to souvenir Mulberry luggage and live jazz band, every aspect of the party will offer a glimpse into the life of the pampered traveler. A mock-airplane theater showcases the best of Intrav on the big screen. Guests are then “transported” to the eight profiled destinations introducing international highlights through gastronomy and entertainment. Other event surprises include celebrity guests, an unveiling of the Intrav Jet, a “flight lounge” cocktail bar, and 1960’s flight attendant fashion depicted in wait staff attire. Follow up events continue during Sunday’s informational sessions as specialized clientele (media, consumers, agents) are treated to tailored forums for their assigned category.

Setting

Elegant, classy, bold, glamorous, dignified, confident, refined, smooth, sophisticated, mid century, subtle 1960’s.

Staff Attire

Embracing Intrav’s brand message of recalling “an era when air travel was still glamorous,” the staff attire will resurrect the golden age of flying. From the moment guests step foot on the red carpet, they will notice subtle hints of the 1960s jet set heyday. From the vintage Intrav keepsake bag to cocktail waitresses dressed in Pan Am-esque outfits complete with pillbox hats and white gloves – this understated elegance is the epitome of what traveling used to be.

Creating Ambiance

- Event invitations designed as vintage airline tickets
- Parking attendants resemble air traffic control with marshaling wands
- Red carpet leads into hangar
- The front coat check (or sign in table) is reminiscent of luggage check-in counter with Intrav branded baggage claim tickets
- Back wall of hangar has enormous High Res LED screen of world map, with Intrav's destinations highlighted
- Guests are given a "passport" trip itinerary
- Live jazz band, in the genre of entertainers like Frank Sinatra, Michael Buble, Tony Bennett and Nat King Cole; Timeless yet classic and modifiable depending on event atmosphere.

Decor

- Contemporary-meets-mid century
- White and wood with Intrav's sub-brand colors
- Each destination station is designed to resemble specific country in an elegant and luxurious fashion
- Red carpet down center of hangar with rows set up on either side facing map/stage

Look & Feel



Entertainment: A Transcendent Journey

This segment begins in a mock airplane-like-theater where guests are seated in rows facing the world map screen. Theater/airplane chairs can be Intrav branded, with aspects of the real Bentley-inspired airplane seats on their Boeing 757-200ER (perhaps a pillow or blanket is in their seat). As guests settle in, stewardess/cocktail waitresses walk down the aisles, serving drinks from beverage carts.

From center stage, a celebrity guest (or event host dressed as pilot or flight attendant) opens with an introduction to Intrav's Timeless Destinations Trip, slated for April 7—May 1, 2014. The itinerary includes stops in Brazil, Bora Bora, Australia, Myanmar, India, Turkey, and Morocco. He/she instructs guests to settle in and "enjoy the flight." The map fades and in its place is a dramatic and empowering film (think IMAX) about Intrav's services and destinations.

Whetting their appetite for luxury travel, the film ends and the "captain" informs "passengers" that they have landed. Perhaps he mentions the local weather and time. As guests exit the mock airplane, they are handed Mulberry-sponsored leather bags, which they will take to each of the various stations to carry their souvenirs. From here, guests can visit the eight Intrav destinations throughout the venue.

While guests peruse the various stations, live jazz is playing in the background. On the big screen are video snippets highlighting the best of each country. Consider showing 16 destinations on the screen, so as to include the additional eight on the Cultural Tapestries trip scheduled for May 3—27.

Guests' itinerary-passports are stamped at each destination-station, and those with eight stamps can redeem their sponsored gift, a leather Mulberry iPhone case. Gifts are redeemed at the reception desk where personal travel agents are available to help plan trips around the world.

- Unveiling of Intrav Jet Boeing 757-200ER: Curtain drops, unveiling the luxury aircraft. Guests are invited to tour the plane.

Friday April 4 Event

Intrav Welcome Reception – A Culinary Journey Around the World

Intrav's welcome dinner takes guests on a culinary journey around the world in the haute couture of fine dining and global gastronomy. This 7-course menu offers a glimpse into the gourmet delights of Intrav's selected destinations. From exotic appetizers like Moroccan spiced chickpeas and Australian micro-meat pies, to entrées like seared Ahi with Indian mango chutney or Turkish ravioli with mint, the creative menu will take guests to eight countries throughout the evening. This "around the world on a plate" experience includes wine pairings and an extraordinary dessert bar. Between each course, the Master of Ceremonies (or celebrity chef) will offer insight into the preparation, ingredients, and cultural traditions both in the kitchen and at the table. Each dish will showcase the treasures of the region, allowing every guest to discover a new way of "traveling" through the unique flavors of international cuisine. Entertainment could feature either a live classical quartet or soft Latin jazz.

Dinners will be held at three locations for individual groups of media, consumers and agents.

Sunday April 6 Events

Sunday's informational sessions are scheduled throughout the day, allowing Intrav's team an opportunity to interact with specific target audiences and cater to a specialized clientele. Each event will have between 30-50 guests in attendance.

Media: "Destination is Personal" - Press Junket

The event will begin with an introduction from an Intrav representative, followed by a video presentation about the company's services. Members of the media are given beautifully designed Press Kits and a tour of Intrav's Boeing 757-200ER. They can explore aspects of Intrav's services up close and personal (meet the chef, interview the pilot, photograph the Intrav concierge, etc). In press junket format, discussions will take place on upcoming trips, luxury services, and plans for future travel. Following the Q&A forum, journalists can visit the various Intrav stations that focus on specific categories of Intrav's services (transportation, accommodations, services, shopping, culture, gastronomy, etc). Talks of a media trip or available seats on upcoming flights (for approved media outlets) can take place during this segment. These personalized meetings with Intrav Advisors will give media an opportunity to learn more about the particulars of Intrav travel. Hospitality will be available in the form of a traditional English afternoon tea, with breads, cakes, and other light refreshments. Could also be presented as le goûter, a French version of teatime at 4 p.m.

Consumers: "Category of One" - Travel Tips

Following an introduction from an Intrav representative, this afternoon event will allow consumers a chance to mentally prepare for their upcoming trip. From Intrav's team of expert advisors, they will be able to discuss such details as health, safety, cultural norms, weather, gastronomy, and other travel tips to help make the journey a pleasant one. After a Q&A segment, the consumers can visit Intrav's informational booths that focus on specific topics of travel. There will be an opportunity to meet the travel concierge, pilot, chef, and other Intrav representatives. An "Intrav Travel Guidebook" can be presented to each consumer, providing additional travel advice. Wine and cheese will be served.

Continued on next page

Sunday April 6 Events (Continued)

Agents: “Arrive at Perfection” – Sales & Marketing

This event is about introducing travel agents to the benefits of selling Intrav’s luxury vacations. After an introduction from an Intrav representative, they will watch a video presentation about the company’s services and the financial aspects of these luxury vacations. Key players (Head chef, Intrav Concierge, flight captain, etc) will make a special presentations followed by a Q&A segment to encourage discussion. In a formal press junket format, an Intrav Advisor will cover subjects such as agent materials, selling points, commission structure, booking process, and travel incentives. Travel agents will be given the opportunity to tour Intrav’s Boeing 757-200ER. Appetizers and cocktails will be served in the form of Spanish tapas and wine, or alternatively, a formal dinner could be available.

Communications

- Event invitation resembles airline ticket
- Large Intrav map on back LED screen highlights featured travel destinations
- Venue map (presented to each guest) resembles passenger safety card
- Event itinerary resembles a passport; inside is event schedule. Guests receive pasport stamps at each destination-station to redeem sponsored gift



Mulberry Branded Travel Bag-Souvenir

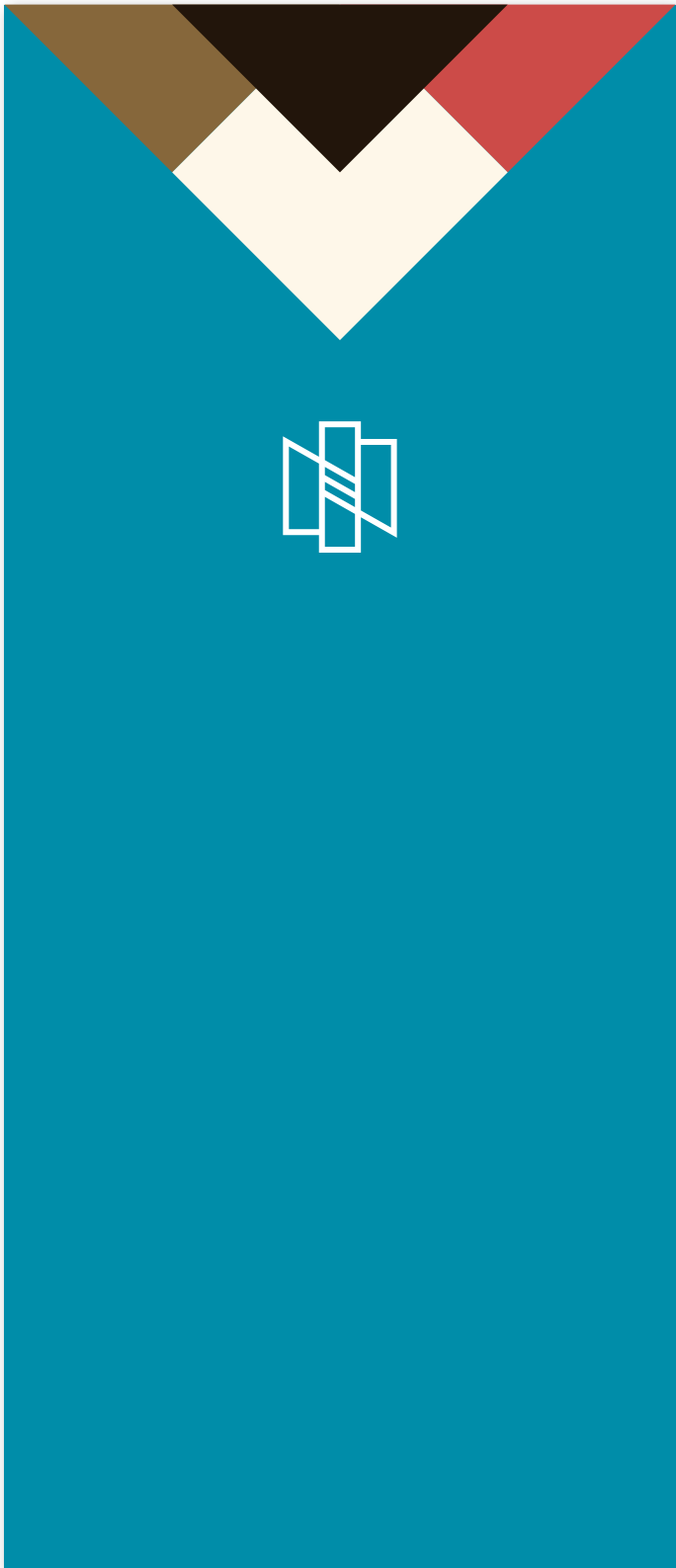
- Vintage leather keepsake bag and cultural souvenirs from eight destination-stations. Bags are Intrav branded in signature oceana blue.



Sub Brand



Invitation



Invitation



INTRAV
PRIVATE • JET • TRAVEL

PASSENGERS:
MS. GWYNETH PALTROW

DESTINATION:
THE WORLD

DEPARTURE GATE:
**FT LAUDERDALE
HANGAR**

CLASS:
INTRAV LUXURY

AIRCRAFT:
BOEING 757-200ER

DATE:
APRIL 05, 2014

DEPARTS:
7:00 PM

ARRIVE AT PERFECTION


OPERATED BY INTRAV AIRLINES

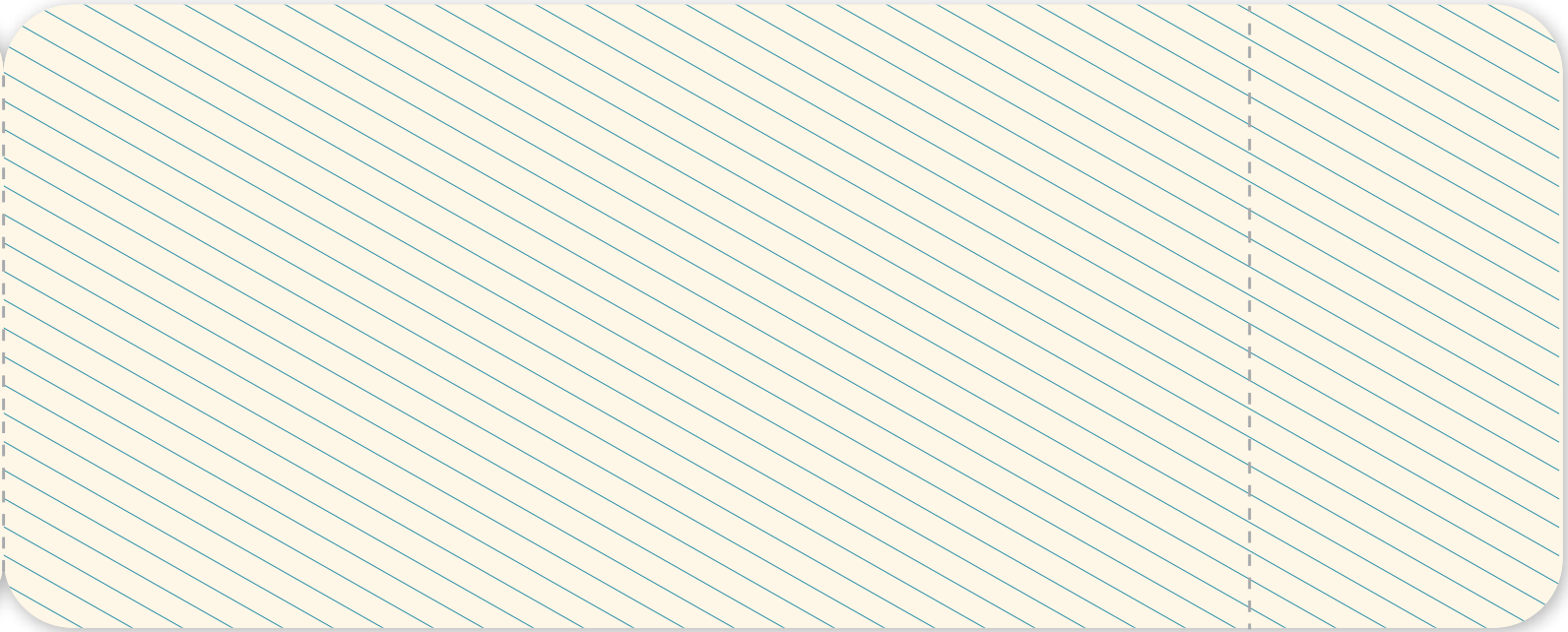
BOARDING PASS

109233



5B





Event Itinerary

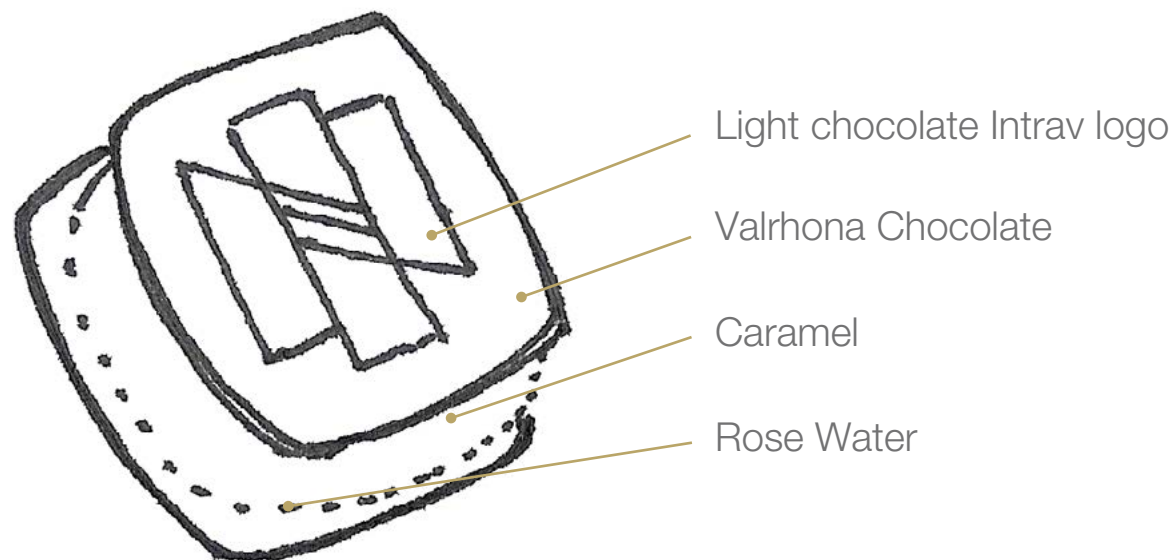


EVENT ITINERARY		VISAS
6:30 pm	Arrival and check in	
6:50 pm	Boarding	
7:00 pm	Departure / Intrav Film Presentation	
7:30 pm	Arrive to Destinations / Cocktails, Hors d'œuvres, Entertainment	
	Brazil	
	Easter Island	
	Bora Bora	
	Australia	
	Myanmar	
	India	
	Turkey	
	Morocco	
10:00 pm	Unveiling of Intrav Jet Boeing 757-200ER	
10:30 pm	Dessert Bar & Nightcap	
		ARRIVE AT PERFECTION

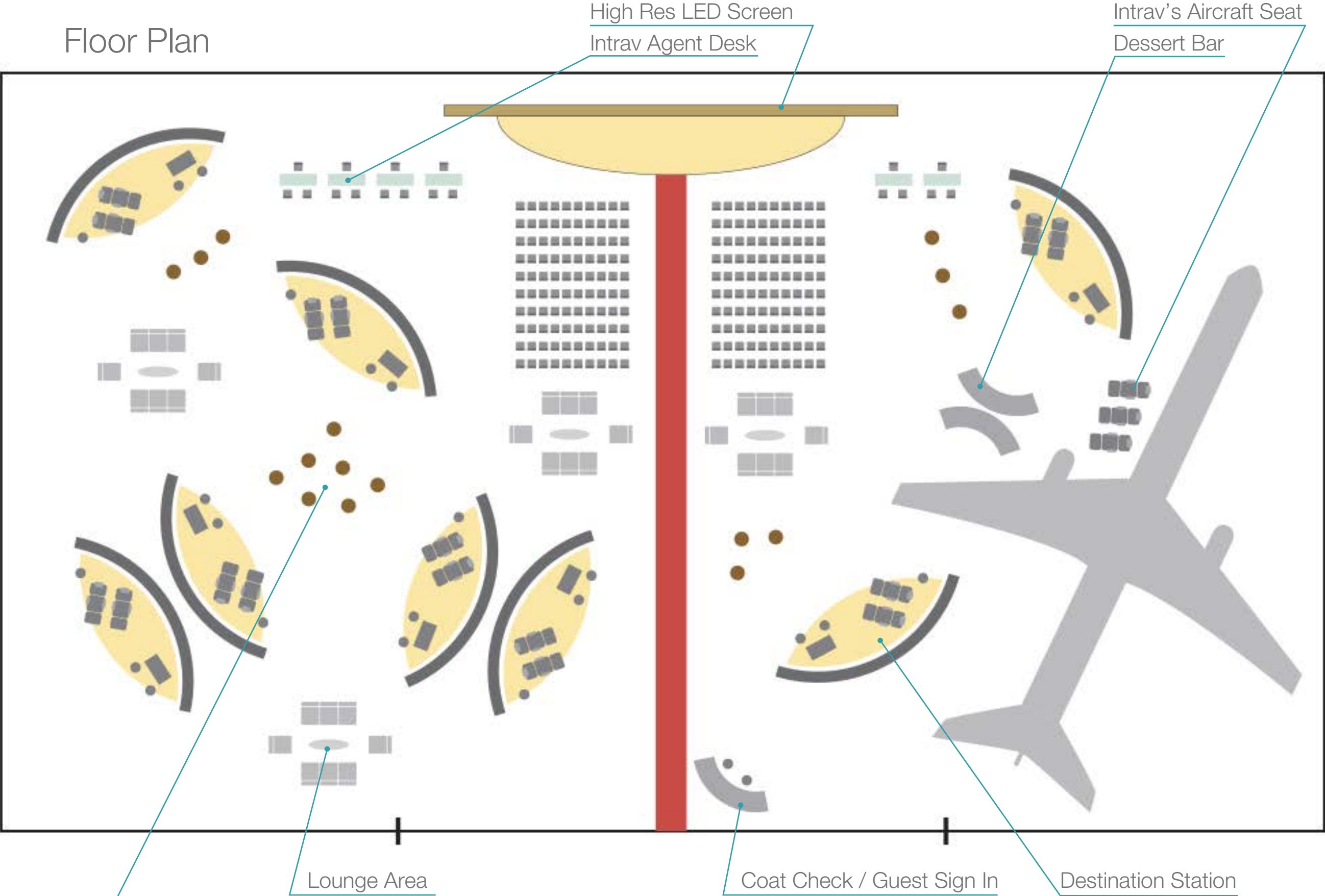
Dessert Bar & Nightcap

Following the entertainment, guests are invited to enjoy decadent desserts and a nightcap from the Dessert Bar, stationed below the Intrav Jet. This allows guests the opportunity to see the beauty of the aircraft up close and personal before leaving the event. Drinks of choice will range from dessert wines and cordials to brown liquors and sponsored drinks like Patron's XO Café Coffee Liqueur. Intrav branded chocolate truffles are individually packaged as keepsakes.

During this final segment, guests can enjoy drinks in the "Flight Lounge" where Intrav's luxurious Italian designed aircraft seats are on display. Sponsorship by Bentley.



Floor Plan



High Res Large LED Screen



Samples of video segments featuring Intrav's destinations

Destination-Station Sample



Station 1

Rio de Janeiro, Brazil

Décor: Recreate traditional street market in Ipanema, Rio, known for its arts, crafts, and food.

Culinary Item: Feijoada, most famous and traditional of all Brazilian dishes (black bean stew with smoked meats) and Pao de Queijo (cheese bread)

Mixology Item: Caipirinha

Entertainment: Samba show with musicians and dancers or a display of Capoeira, the Brazilian martial arts dance

Souvenir for Women:

- Colorful sarong
- Jewelry made with local gemstones (aquamarines, topazes, amethysts, quartz, tourmalines, emeralds.)

Souvenir for Men:

- Brazilian Havaiana sandals
- Phebo Soap: A local brand of carved glycerin soap that comes in a variety of scents and colors, traditional soap in Brazil



Station 2

Easter Island

Décor: Brown earthy tones. Decorating the area are replicas of moai, the 887 stone head monumental statues that dot the island. Flat screens showcase island culture of spear throwing, tobogganing, dancing and body painting.

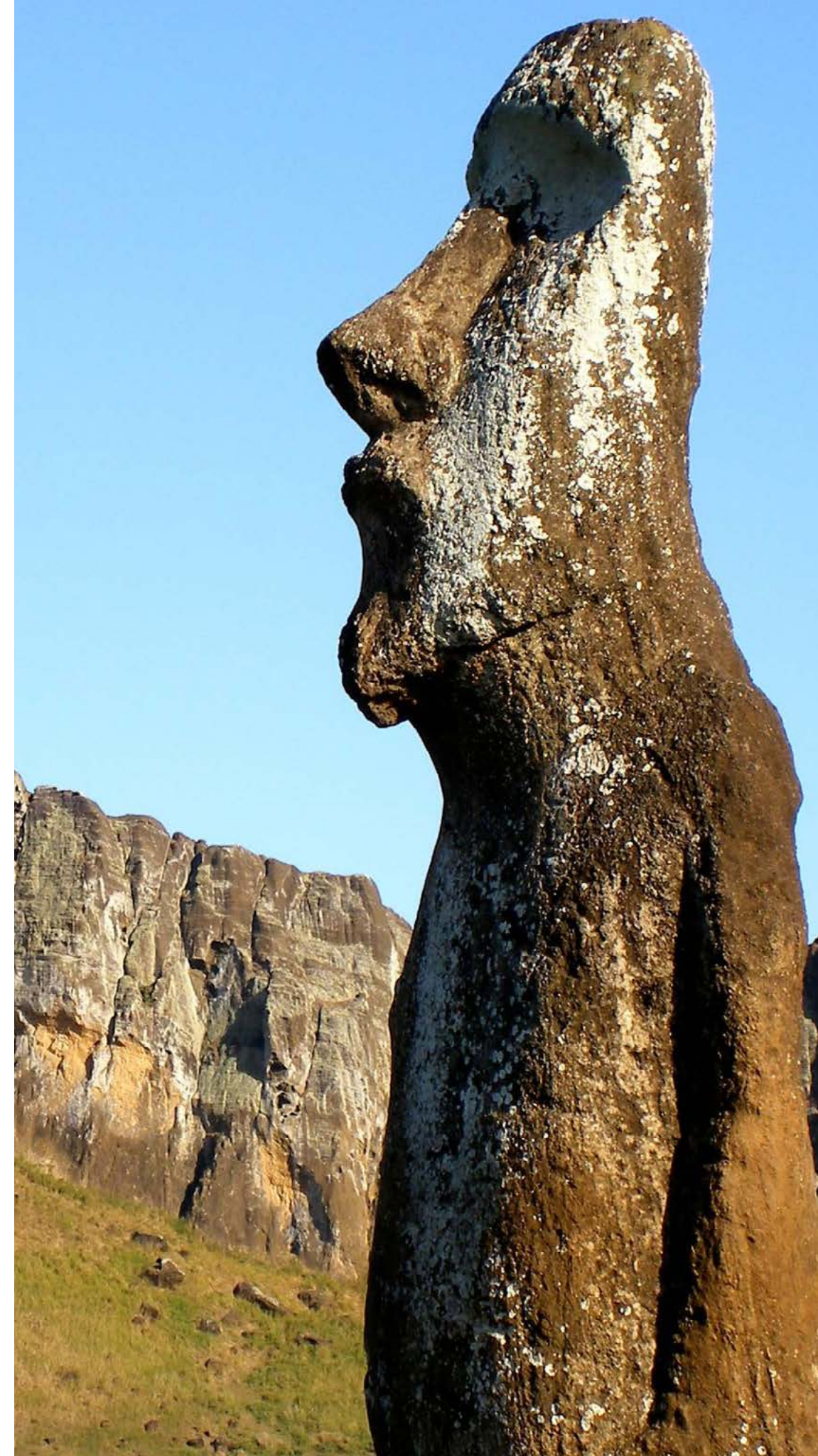
Culinary Item: Seared tuna or empanadas

Mixology Item: Pisco Sour

Entertainment: Traditional music and performance by Kari Kari dancers

Souvenir:

- Wooden moai statue



Station 3

Bora Bora, French Polynesia

Décor: Thatched roof bar, white sandy floor, palm tree, hammock

Culinary Item: Poisson Cru, Polynesian dish of tuna marinated in lime and coconut; similar to ceviche

Mixology Item: Hinano beer or tropical fruit drink with rum and pineapple

Entertainment: Head, neck, or shoulder massage on the “beach” while sitting/laying in one of Intrav’s 180-degree flatbed seats

Souvenir for Women:

- Tahitian black pearl earrings
- Monoi Oil and Soap: Used by generations of Tahitian women as a skin softener and hair tamer
- Pareus: The Tahitian word for sarong, often hand-painted by local artists, are generally sold in upscale boutiques and galleries

Souvenir for Men:

- Tahitian black pearl cufflinks



Station 4

Sydney, Australia

Décor: Surrounding walls are aquariums with tropical fish. Plasma screen features scenes of Sydney Opera House and Bondi Beach.

Culinary Item: Garlic and rosemary lamb, seafood pizza, kangaroo, crocodile, or gourmet take on fish and chips

Mixology Item: Australian wine

Entertainment: Since Sydney is known for its happening nightlife, this chic bar captures it all with billiard tables and a cocktail station where Australian bartenders share tips on how to mix the perfect drink.

Souvenir:

- Cocktail recipe book
- Aboriginal artifacts
- Vegemite
- Boomerang



Station 5

Bagan, Myanmar

Décor: Earthy feel, with sandstone and brick to resemble the famed Bagan temples and pagodas. Servers dressed in orange gowns, similar to those worn by the Buddhist monks. Gold statues of Buddha are on display, as candles and incense set the tone.

Culinary Item: Thoke (raw vegetable salad with seeds, nuts, fried garlic, sliced shallots and lime), flat breads, fritters, pakoras, samosas, battered bananas, or oh no khao swe (egg noodles with chicken in coconut milk)

Mixology Item: Palm wine, green tree, or coffee with condensed milk

Entertainment: Get enlightened with meditation gurus, instructing moment-to-moment awareness of movement, mental and physical sensation, and thought.

Souvenir:

- Lacquerware jewelry box
- Marionettes



Station 6

Agra and Jaipur, India

Décor: Backdrop of Agra's Taj Mahal and Jaipur's Pink City. Servers wearing red silk saris and draped in gold jewelry. Long silk curtains section off this station. Drinks are served on low tables, where guests are invited to sit on silk cushions adorning the floor.

Culinary Item: Kababs or tandoori chicken with naan flatbread

Mixology Item: Kesar Kasturi Martini (Vodka infused with saffron, dry fruits, herbs, nuts, seeds, roots and spices)

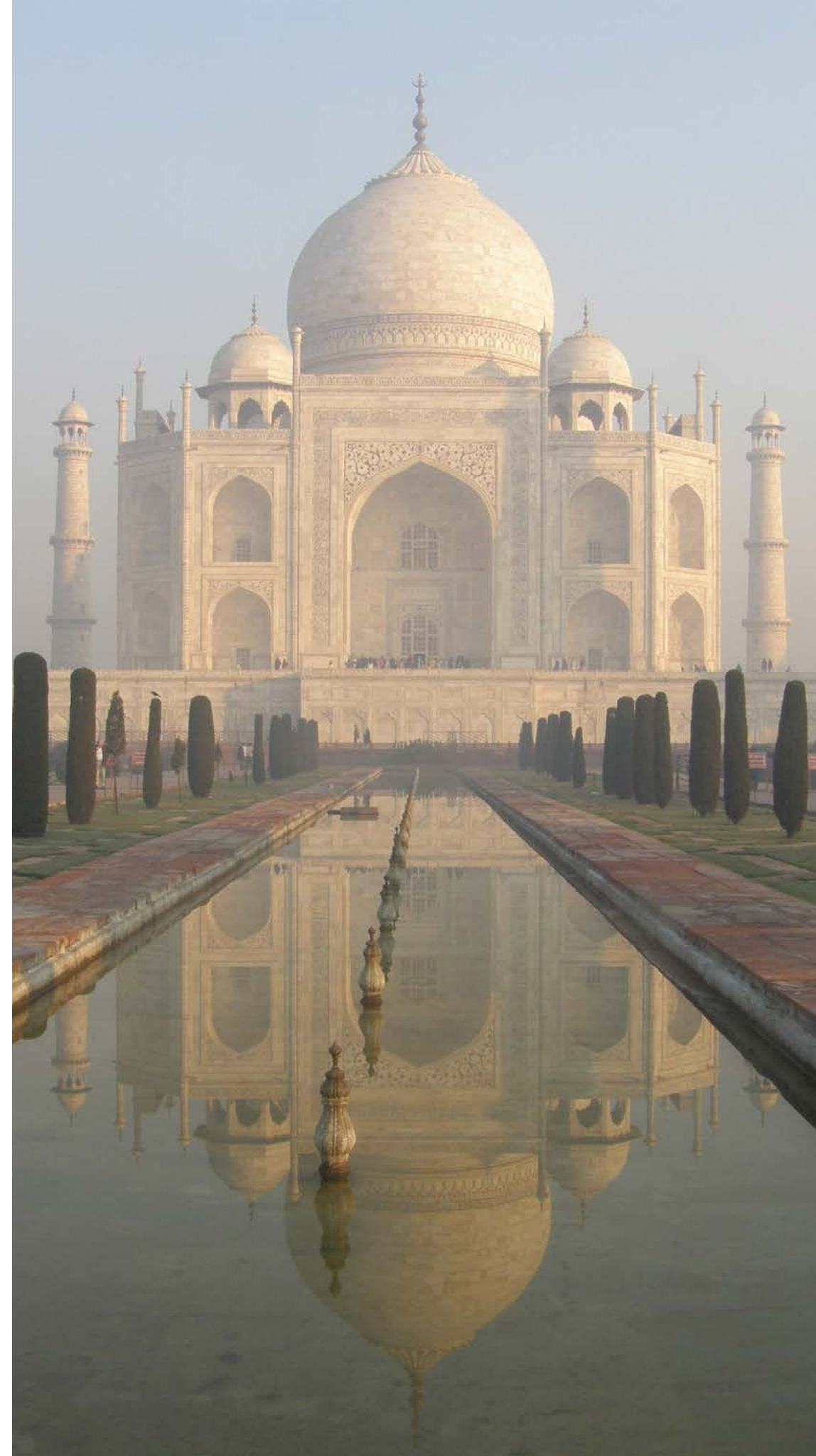
Entertainment: Henna tattoo station

Souvenir for Women:

- Bangles
- Scarf, or shawl

Souvenir for Men:

- Indian drum
- Wooden flute
- Wrapped teas from India



Station 7

Istanbul, Turkey

Décor: Red velvet, gold cushions, dim lighting, candles.

Resembles a traditional narghile café with hookahs; guests can choose flavors from hookah menu.

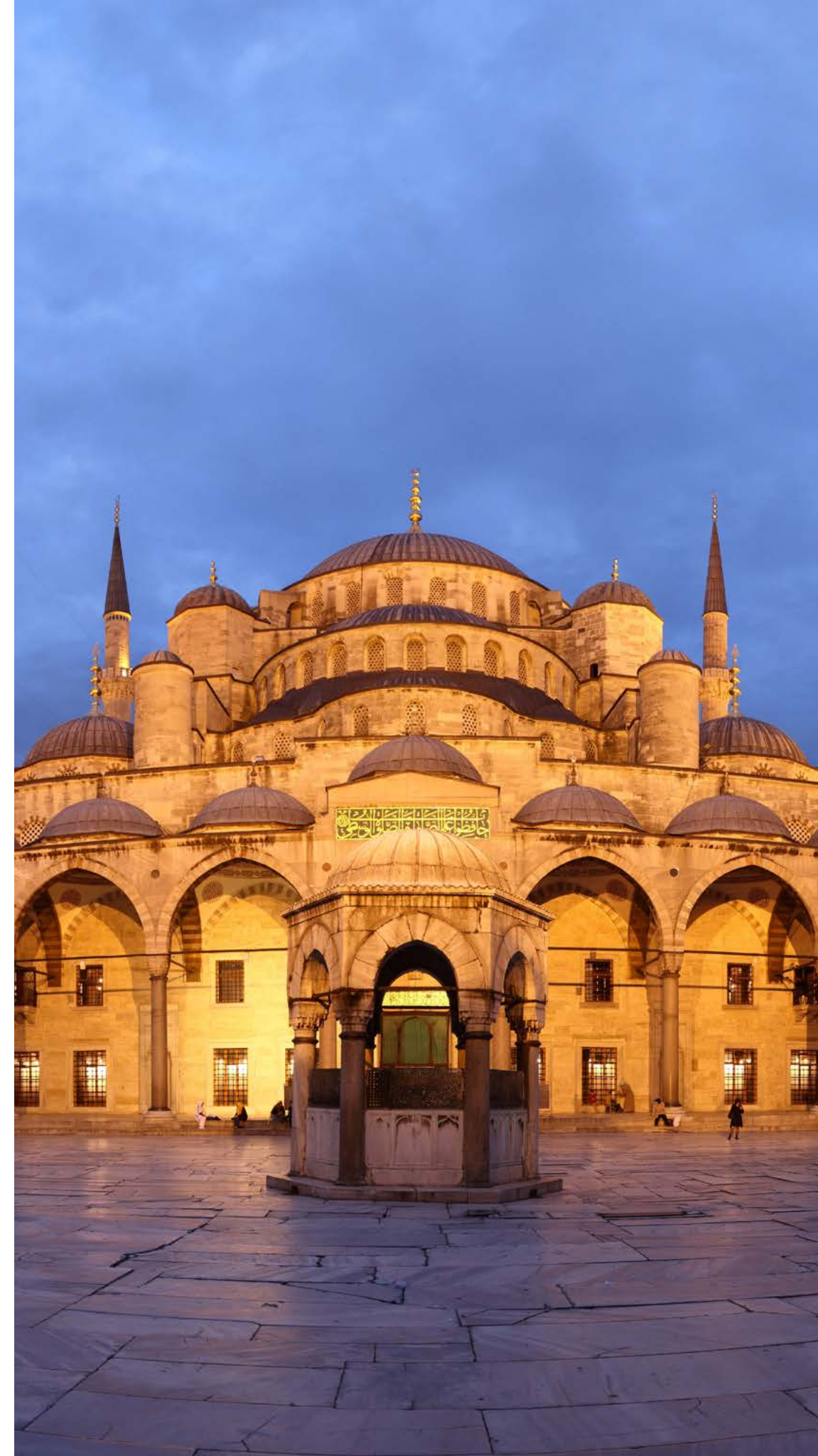
Culinary Item: Kavun dolmasi, a melon stuffed with minced meat, rice, almonds and pistachios.

Mixology Item: Turkish coffee, boiled in a miniature copper beaker and served in porcelain cups. National alcoholic drink is Raki, made from aniseed.

Entertainment: Sufi music and dance performance by the traditional Whirling Dervishes

Souvenir:

- Miniature copper coffee pot



Station 8

Marrakesh, Morocco

Décor: Station resembles a traditional market with Souk stalls where vendors sell crates of nuts and dried fruit. This replica bazaar has silk scarves and colorful shoes lining the walls. Guests can sample the various herbs, spices, and dried fruits ranging from figs to apricots.

Culinary Item: Kefta brochettes, smoky aubergine fritters

Mixology Item: Sugary mint tea

Entertainment: Belly dancers, snake charmer

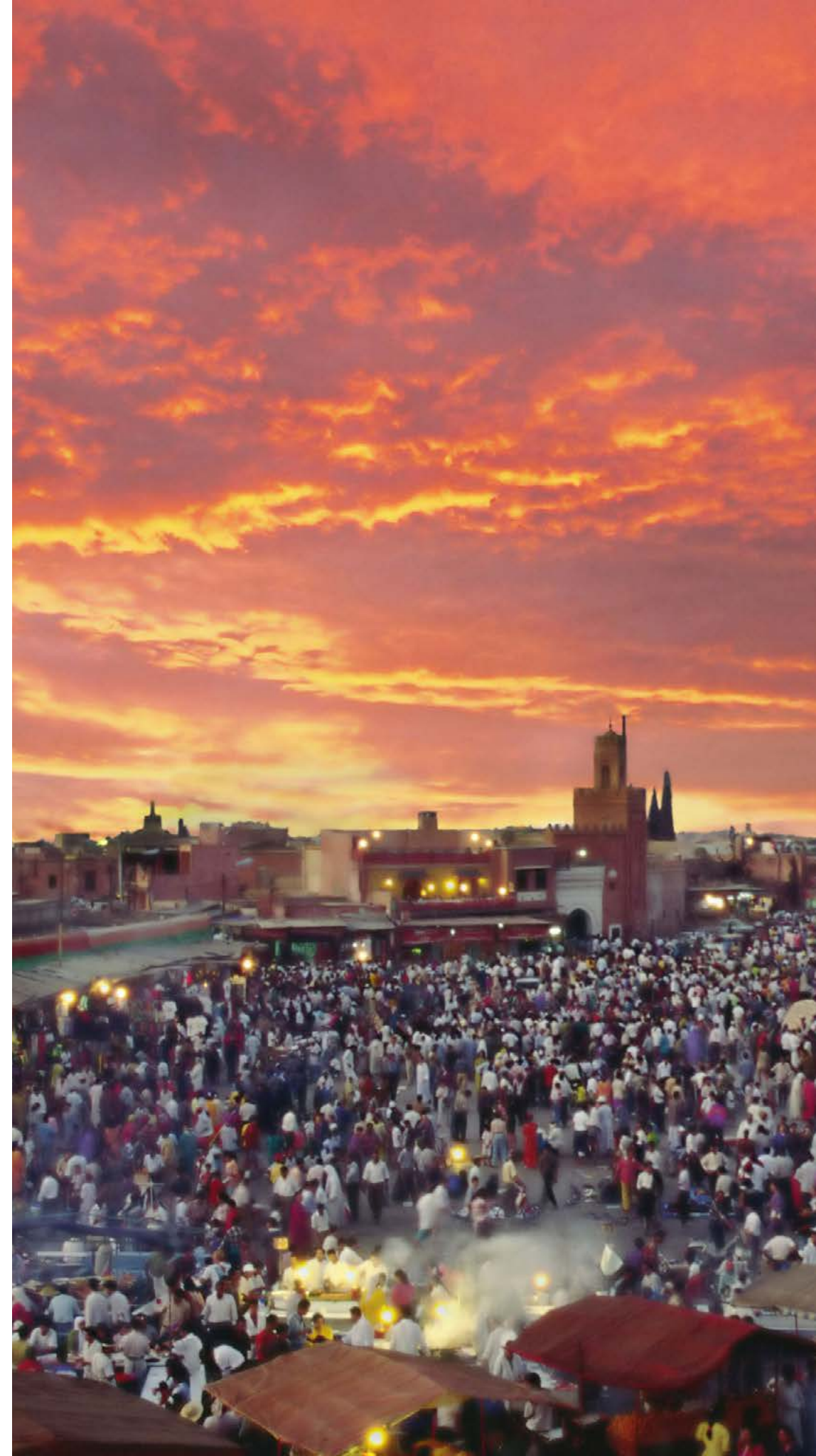
Souvenir:

- Moroccan slippers
-

Station 9

Reception Desk / Travel Agent

Designed as an airline ticket counter, here guests can redeem their Mulberry iPhone case after receiving eight passport stamps from the various destinations. Personal Intrav advisors are on-site to help plan trips around the world.



Signature Event Concept: Intrav Event Exhibit Sketch

Incorporating elements of Intrav's luxury services, the exhibit booth could be designed one of two ways:

- Midcentury-meets-contemporary to reflect the 1960's golden age of flying
- Interior of a private jet with the booth's wall resembling the shell of an aircraft

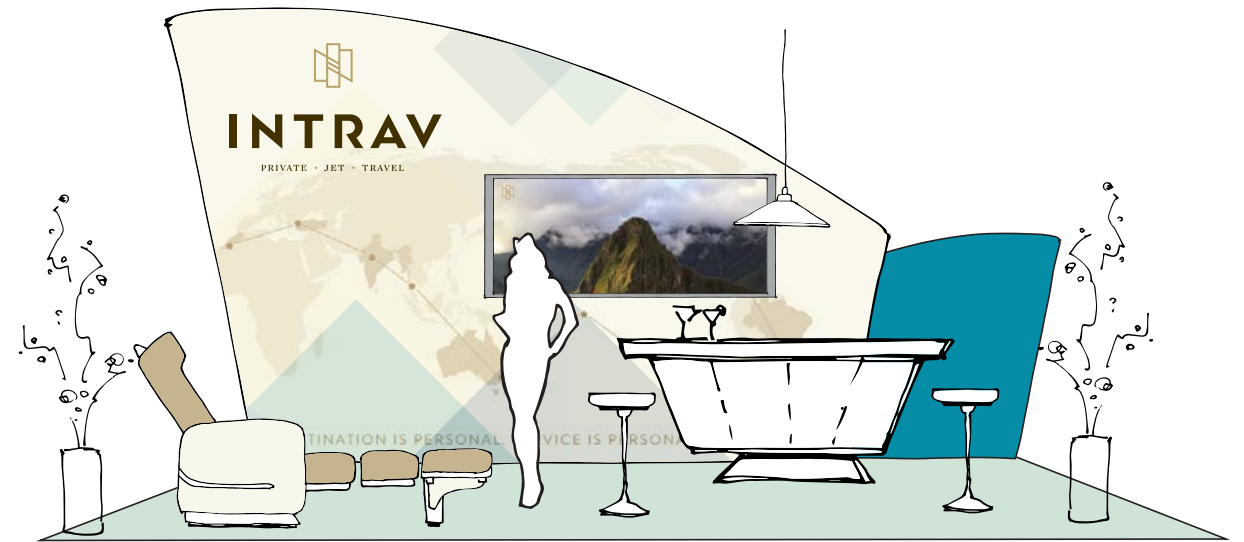
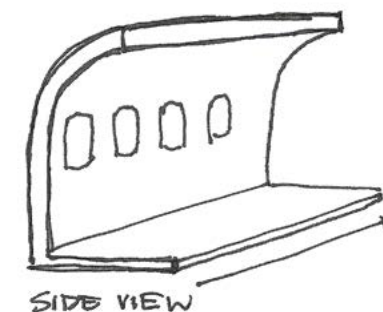
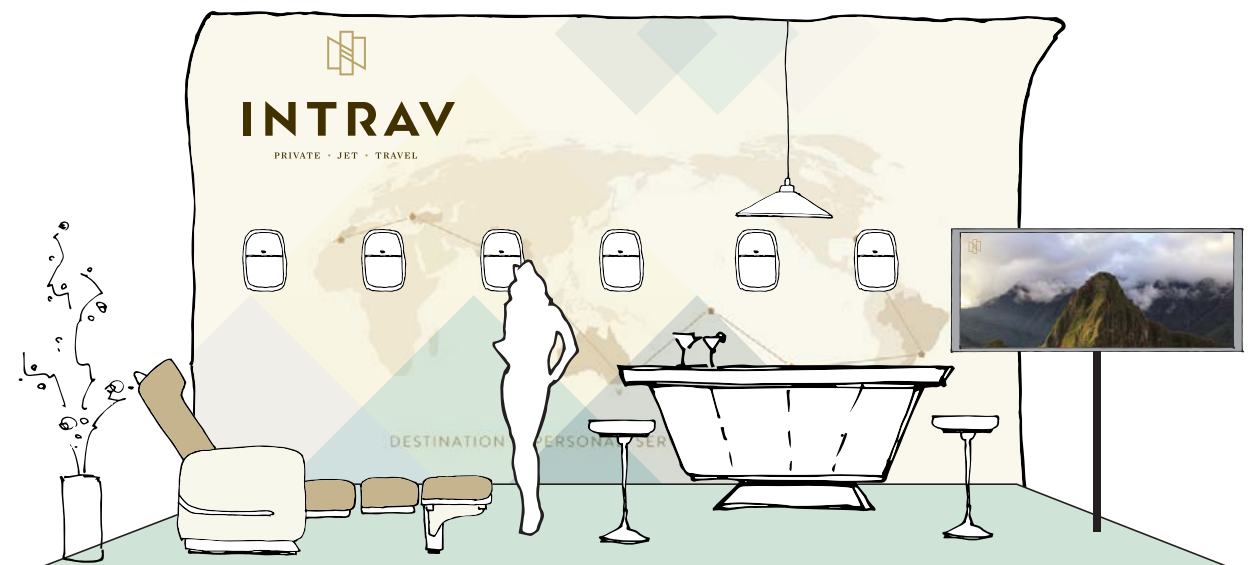


Exhibit booth would showcase the following:

- Intrav's luxurious Italian designed aircraft seats, some displayed at 180-degrees as flatbeds, others with "massage function" operating.
- Flat screen monitors with footage of international destinations
- Leather suitcase filled with items guests receive aboard the aircraft
- Sample of personal iPads for travelers, theirs to keep
- Culinary menu highlighting in-flight gastronomy
- Sample of in-flight personal bar stocked with top shelf wine and spirits
- Celestial bedding and deluxe pillows on display
- Intrav agents dressed as flight attendants in company uniform



List of Events and Media for Prospect Acquisition

List of Events / Tradeshows / Exhibits

- Virtuoso Travel Week: Where 4,000 advisors and luxury suppliers come together in Las Vegas.
- International Luxury Travel Market: Tradeshaw for the global luxury travel community taking place in Cannes and Shanghai.
- The Norwood Club, Metropolitan Club, Core Club: The most exclusive private clubs in New York.
- ITB: Held in Berlin; The world's largest travel tradeshow; March 5-9.
- World Travel Market: The second largest travel tradeshow in the world, held in London Nov4-7. Global travel event aiming to increase tourism trade deals, international networking with travel professionals, buyers and providing travel business intelligence.
- EIBTM: Tradeshaw Nov 19-21 in Barcelona, Spain. The leading global event for the meetings and events industry.
- IMEX: the only meetings and incentive travel exhibition to combine attendance by a major outbound market with hosted international buyers. 3500 exhibitors on May 20-22 in Frankfurt, Germany.
- AIME: The Asia-Pacific Incentives and Meetings Expo (AIME) is a two day exhibition for those involved in organizing business travel, meetings, incentives and events.
- New York Times Travel Show: Trade show Feb 28—March 2 at Jacob K Javits Convention Center
- LA Times Travel Show: January 17—Trade Professionals Only. Two days of discovering where to go, what to see and do, how to stretch your travel dollars. From the top travel experts to hundreds of exciting destinations and exhibitors to show-only deals and trip giveaways.
- Boston Globe Travel Show: The LARGEST consumer-attended travel show in the United States.
- IT & CMA Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific is The World's Only Doublebill Event in MICE and Corporate Travel; Bangkok 30 September - 2 October 2014
- Arabian Travel Market is the travel and tourism event unlocking business potential within the Middle East for inbound and outbound tourism professionals. In Dubai, May 5-8
- The ASEAN Tourism Forum (ATF): Travel trade show which rotates annually among the member countries of ASEAN.
- PATA Travel Mart: A signature event and a premier travel trade show in the Asia Pacific region; Sept 15-17.
- JATA Travel Showcase: One of Asia's largest tourism events; Sept 15

List of Media

Trade Publications

- Travelage West
- Luxury Travel Advisor
- Travel Agent
- Agent at Home
- Vacation Agent
- Travel Pulse
- Virtuoso Life

Mixed Publications

- (Mixed Publications)
- Elite Traveler Magazine
- Leading Hotels of the World
- National Geographic Traveler
- AFAR
- Travel & Leisure
- Coastal Living
- Conde Nast Traveler
- Forbes
- Fortune
- Entrepreneur
- Barron's
- Robb Report
- Dolce
- Architectural Digest
- Islands
- Outside
- Global Traveler
- BlackBook
- Flying Magazine
- Flight Journal
- Air & Space
- Pilot Mag
- Plane & Pilot
- Modernism
- Luxe
- Interior Design
- Outdoor Photographer
- Elle
- Vogue
- GQ
- Harper's Bazaar
- InStyle
- W
- People
- The Hollywood Reporter
- Esquire
- Cigar Aficionado
- Details
- Men's Journal
- Fodor's Travel
- Frommer's
- Moon Handbooks

List of Consortiums / Associations / Social Networks

- Signature Travel Network: A network of over 6,000 travel professionals serving discerning travelers. This co-operative has 275 office locations and thousands of clients around the world.
- Ensemble Travel Group: Over 800 travel agencies across North America
- Travel Leaders: Full-service Travel Leaders travel agencies located throughout the United States to help plan leisure vacations or business trips.
- ASmallWorld: The invite-only social network for the elite

List of Agents and Advisors

- Virtuoso: The most exclusive travel consortium in North America; The industry's leading luxury travel network. Matthew Upchurch, Chairman & CEO of Virtuoso
- Elite Travel International: Luxury travel firm for high-end businesses and leisure travelers worldwide. President Stacy Small.
- Brownell Travel: One of oldest and most highly-respected travel agencies in the U.S.
- The Luxury Travel Group, Inc: Offers travel planning services for custom-designed independent vacations
- Zicasso: One of top US travel agencies;. Awarded "Best Travel Websites" by TRAVEL+LEISURE.
- Abercrombie & Kent: The world's foremost luxury travel company,
- Andrew Harper: Tailored vacation for a unique luxury travel experience.
- Elite International Luxury Hotel Representation: A full-service sales and marketing company specializing in the luxury travel market
- Brownell Travel: Provides discerning travelers with white-glove service and the most experienced and knowledgeable travel advisors in the industry.
- Currie & Co Travels: Brining an educated, insider's approach to travel. Advisors Kristen Korey Pike and Kate Corey
- ProTravel: Offering creative solutions to travel management issues to develop mutually beneficial relationships with clients. Advisor John Alexander.
- SmartFlyer, a Manhattan-based luxury travel agency, Michael Holtz, owner and CEO; Agent Erina Pindar
- Century Travel: Has specialized in crafting unique, unforgettable experiences for the discerning traveler since 1985. Agent Laura Allen.
- Columbus Travel: Salt Lake City travel agency; Agent Lindsey Epperly.
- Jet Set World Travel: Top agent, Michelle Pragnell.