

Explore Uruguay

with CONNECTIONS

Where ***discovery*** unlocks new luxury ***destinations***

22-25 NOVEMBER 2026

CO-PRODUCED BY

INTRO

★ The Concierge Company

Event *overview*

Uruguay has long been one of South America's best-kept secrets.

Sophisticated yet understated, it offers a different perspective on luxury. One shaped by exceptional hospitality, celebrated wineries, contemporary art, world-class gastronomy and a lifestyle that values space, authenticity and meaningful experiences.

Explore Uruguay with Connections, hosted in partnership with **INTRO Concierge** will bring together a carefully selected community of international luxury travel advisors, concierges and high-net-worth travel specialists with Uruguay's leading luxury suppliers through a programme of curated one-to-one meetings, hosted experiences and regional discovery.

Designed around the **Connections Way,** the event creates meaningful commercial relationships while allowing buyers to experience the destination first-hand, giving them the confidence to sell Uruguay to their most discerning clients.



22-25 NOVEMBER 2026

LOCATION
Punta del Este, La Barra, Manantiales, José Ignacio & Garzón

FORMAT
Four-day hosted buyer event

AUDIENCE
30-40 carefully selected international luxury travel buyers
20-30 leading Uruguayan luxury suppliers

About *Connections*

Connections is a global community for senior decision-makers in luxury travel.

Since 2014, we have brought carefully selected buyers and suppliers together through invitation-only events built around trust, time and shared experience.

Curated one-to-one meetings give each event structure. Shared experiences, hosted networking and time together beyond the meeting table allow conversations to develop naturally, creating stronger commercial connections than a standard appointment diary.



USD 7.8 BILLION

BUYER MEMBER SPENDING POWER

3,000+

ACTIVE CONNECTIONS MEMBERS

100%

CAREFULLY CHOSEN & QUALIFIED

90%

DIRECTOR-LEVEL & ABOVE

50+

NATIONALITIES REPRESENTED

Buyer *quality* built around *relevance*, seniority and *intent*

The programme will welcome an international mix of influential decision-makers, including:

- Luxury travel advisors
- Bespoke travel designers
- Lifestyle concierge companies
- Family office travel specialists
- High-net-worth lifestyle and relocation advisors

Every buyer is personally selected by the Connections team based on business relevance, purchasing influence and a genuine interest in expanding their Uruguay product.

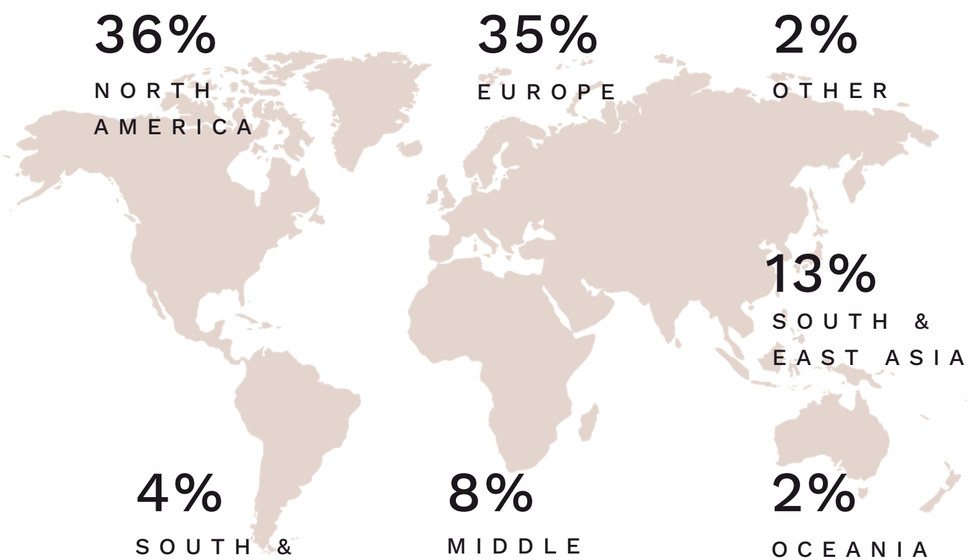
Global Connections buyer community

68% OWNERS, FOUNDERS, C-SUITE, DIRECTORS OR SENIOR MANAGERS

56% INDEPENDENT ADVISORS AND PRIVATE TRAVEL DESIGNERS

88% ACTIVE IN BESPOKE LUXURY TRAVEL

CONNECTIONS COMMUNITY BUYER GEOGRAPHY:



TRUSTED BY LEADING BUYERS

ABERCROMBIE & KENT · LITTLE EMPERORS · VWT BY CHASE TRAVEL · LIGHTFOOT TRAVEL · PLENIA TRAVEL ARCHITECTS · PROTRAVEL INTERNATIONAL · VILU TRAVEL DESIGNERS · ëventum · THE PASSIONIST TRAVEL DESIGN · REGENCY TRAVEL & TOURS

The event *programme*

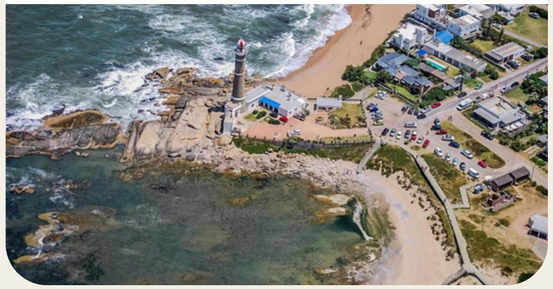
Every day of the programme has been designed to reveal a different side of Uruguay.

From the coastal character of José Ignacio to contemporary art, Uruguayan gastronomy and some of the region's most distinctive hospitality, the programme combines meetings with experiences that showcase the destination and its partners.

Day One

JOSÉ IGNACIO

Arrive in Uruguay and get to know José Ignacio with a guided walk through the village, followed by a reception at **Fundación Cervieri Monsuarez** and the welcome cocktail at **Luz Culinary Wine Lodge**.



Day Two

VIK RETREATS

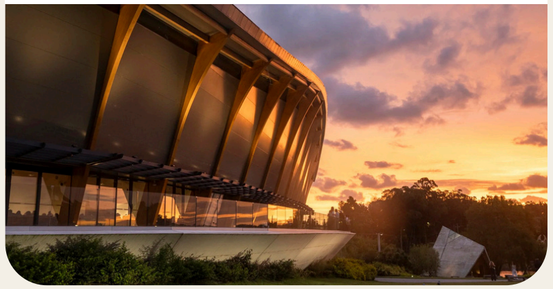
Meetings and shared experiences take place at **VIK Pavilion**, followed by lunch at **Estancia VIK**. Later, discover **Skyspace by James Turrell and Faro House,** before the evening cocktail reception at **Bliss by Posada Ayana.**



Day Three

MACA · MANANTIALES

Spend the day at **MACA**, with meetings and cultural experiences, a guided museum tour with Pablo Atchugarry and a traditional Uruguayan asado. Finish with sunset at **Narbona Punta del Este** and closing cocktails at **Locanda.**



Day Four

BUYERS ONLY

A slower final day begins with brunch at **Kemay Hotel**, followed by a tour of **Punta del Este**.



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The *agenda*

Uruguay
22-25 November 2026

Sunday 22	***Arrival Day - José Ignacio***
Morning	Welcome at Carrasco International Airport
	Transfer to José Ignacio
17:00	Guided Walk through José Ignacio
	Reception at Fundación Cervieri Monsuarez
18:30	Welcome Cocktail at Luz Culinary Wine Lodge
Monday 23	***VIK Retreats · José Ignacio***
09:30	Opening Welcome
10:00	Coffee Break
10:30	Meetings & Experiences at VIK Pavilion
13:00	Lunch at Estancia VIK
14:00	Meetings & Experiences at VIK Pavilion
16:30	Skyspace by James Turrell / Fundación Cervieri Monsuarez & Faro House
19:00	Cocktail Reception at Bliss by Posada Ayana

Tuesday 24	***MACA · Manantiales***
09:15	Welcome Briefing
09:30	Meetings & Experiences at MACA
10:30	Coffee Break
11:00	Meetings & Experiences at MACA
12:30	Exclusive Guided Tour of the Museum with Pablo Atchugarry
13:00	Traditional Uruguayan Asado Lunch in gardens of MACA
14:00	Meetings & Experiences at MACA
18:00	Sunset Experience at Narbona Punta del Este
20:00	Closing Cocktail – Locanda, Cipriani Group
Wednesday 25	***Buyers only***
10:00	Brunch at Kemay Hotel, José Ignacio
	Tour of Punta del Este
	Return Transfer to MVD – Carrasco International Airport

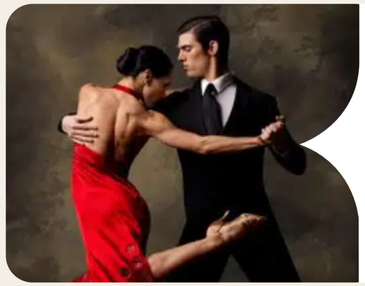
Agenda subject to change

Our events are *different*

Don't take our word for it.
Watch Connections in action.

The Connections Way is built on a simple belief:
better relationships create better business.

Our events combine curated one-to-one meetings with shared experiences, hosted lunches, evening receptions and informal moments that allow conversations to deepen. Suppliers leave with warmer relationships, clearer buyer insight and commercially useful next steps that fuel their pipeline.



Meetings combined with unique experiences to fast-track trust for business.

Maximise value for time with guaranteed appointments.





Wave goodbye to cold business card leads & forgetful meetings.

Anti-clique, welcoming new faces & brands all the time.



Join us as a *partner*

This intimate gathering will provide local businesses with unparalleled access to the advisors and influencers who shape travel and lifestyle decisions for some of the world's most discerning clients.

TIER 1

Headline Partner

Uruguay Ministry of Tourism

Position Uruguay at the forefront of luxury travel

As Headline Partner, the Uruguay Ministry of Tourism will lead the international positioning of the destination throughout the event. More than simply sponsoring the programme, this partnership places Uruguay at the heart of every buyer touchpoint, from the first invitation through to the closing experience.

Designed for organisations looking to champion the country's luxury tourism strategy, the Headline Partnership offers unparalleled visibility and direct engagement with an influential international audience of luxury travel buyers.

PARTNERSHIP INCLUDES

- Exclusive Headline Partner status with category exclusivity
- Event presented as Explore Uruguay with Connections, in partnership with Uruguay Ministry of Tourism
- Strategic input into the programme, helping shape how Uruguay's story is brought
- Welcome address at the opening of the programme
- Integration throughout all three days of the event
- Premium branding across invitations, website, signage and marketing communications
- Dedicated destination feature across Connections marketing channels
- Co-branded buyer communications and invitations
- Access to buyer insights and post-event reporting
- Right of first refusal for the following edition



TIER 2

Founding Partner

IDEAL FOR REGIONAL TOURISM BOARDS, BANKS, VIK, CIPRIANI AND FASANO HOTELS

Help shape Uruguay's luxury travel narrative

As a Founding Partner, [Bank / Regional Tourism Board] joins a select group shaping the commercial and experiential core of the event — hosting one of the programme's signature moments and standing alongside Uruguay in front of an influential international audience of luxury travel buyers.

Designed for organisations ready to play an active, visible role in the destination's growth story — proactive banks, regional tourism boards, and other institutions positioning themselves at the forefront of Uruguay's luxury tourism sector — the Founding Partnership combines hosted hospitality, a public platform, and sustained brand visibility across the buyer journey.

PARTNERSHIP INCLUDES

- Founding Partner status, positioned directly beneath the Headline Partner tier
- Sponsorship of one signature function within the programme (dinner, lunch, or cocktail reception), with naming rights — e.g. "Dinner hosted by [Partner]"
- A speaking slot at your sponsored function, addressing the full buyer delegation
- Guest attendance at the event (agreed number of places)
- Prominent branding across invitations, website, signage and marketing communications
- Logo placement across all promotional activity to our 3,500 luxury global members
- On-site branding at your sponsored moment
- Post-event reporting on buyer engagement



TIER 3

Event Partner

IDEAL FOR HOTELS, DMCS, WINIERIES, GALLERIES, RESTAURANTS, REAL ESTATE, EXPERIENCE PROVIDERS, JOSÉ IGNACIO INTERNATIONAL FILM FESTIVAL (JIIFF), LAW FIRMS, WORLD POLO CHAMPIONSHIP

Become part of Uruguay's luxury story

Explore Uruguay has been designed as a collaborative platform, bringing together organisations that shape the destination's luxury offering. Event Partners play an active role in the programme, supporting key experiences while building relationships with international buyers and industry leaders.

Whether showcasing hospitality, finance, lifestyle or culture, Event Partners help bring the destination to life through the moments buyers remember most.

PARTNERSHIP INCLUDES

- Event Partner status
- Guest attendance at the event (agreed number of places)
- Logo placement on the event website, attendee platform and partner recognition materials
- Brand visibility across selected event signage
- Networking opportunities with international buyers, suppliers and partners
- Inclusion in official event photography and post-event communications



TIER 4

Supplier Participation

IDEAL FOR HOTELS, DMCS, WINIERIES, GALLERIES,
RESTAURANTS, REAL ESTATE, EXPERIENCE PROVIDERS

Showcase your business to buyers who shape luxury travel

Supplier Partners are at the heart of Explore Uruguay, connecting directly with a carefully curated community of international luxury travel buyers through meaningful business meetings and shared destination experiences.

Designed around the *Connections Way,* the programme creates opportunities to build lasting relationships, raise your international profile and generate future business.

PARTICIPATION INCLUDES

- Intimate access to a carefully curated community of leading international luxury travel buyers.
- A personalised schedule of pre-matched one-to-one business meetings.
- Lunches, dinners and networking receptions designed to foster meaningful conversations beyond the meeting table.
- Curated destination experiences designed to foster natural relationship building with buyers.
- Access to the event platform before, during and after the event to connect with buyers and fellow delegates.



Thank you

We'd be delighted to discuss how your organisation can become part of Explore Uruguay with Connections.

To explore partnership opportunities or arrange a follow-up conversation, please contact:



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