



First Access Membership

**The House
of Beyond.**

Introducing the latest evolution from **This is Beyond, The House of Beyond:** our new private members' club for leaders from the high-end travel industry.

After more than a decade of carefully curating the PURE Life Experiences, L.E/Miami, We Are Africa and Further East communities, we've united the top suppliers, buyers and media from each of these collectives to work and play under one roof.


Power isn't what you know; it's who you know, so we've built a private members' club, complete with an always-on digital platform, so it's easier than ever for you to stay connected with industry contacts and build new relationships that benefit your business.

But far more than just a network of contacts, The House of Beyond is a place for the high-end travel industry to call home, all year round.

A place for the world's most curated selection of travel tastemakers to come together at a pivotal moment in our industry's history and shape a new era of travel.

A place for you to spark and foster more connections, more insights, and more business – 365 days a year.





House Membership: **What's Included?**

24/7 access to our bespoke digital platform, where you can:

Access Top-Tier Contacts

- Search suppliers, buyers and media from the entire This is Beyond ecosystem
- Direct message the travel and hospitality pros who meet your search criteria (both 1:1 and in groups)
- Schedule virtual meetings with our meeting scheduler and in-house digital meeting platform

Earn New Business

- Post RFPs on our Buyer Enquiries board to discover new products and services that meet your clients' needs, and garner the best possible booking options for your clients, from our highly curated database of high-end travel suppliers
- Score exclusive rates and offers for your clients on our Promotions board

Promote Your Brand

- Spotlight your business' recent developments by sharing press releases on our Media Hub
- Pitch new story ideas to our collective of top-tier travel and lifestyle media and respond directly to press enquiries on our Media Hub

Learn From The Best

- Access insights, presentations, whitepapers and trend reports from our industry's leading minds via our on-demand Library
- Dive into our industry's hot topics and crowd-source ideas and inspiration via our built-in Discussion Groups
- Take part virtually in an array of House events – from educational thought-leadership sessions including live workshops, panel and roundtable discussions, to social networking opportunities hosted in true This is Beyond Style, including digital dinner parties and fully immersive virtual soirées

Member Events in **The House** of Beyond

Because who doesn't love a House party?

In addition to virtual events including expert-led roundtable discussions, chat roulette breakout sessions and digital dinner parties, we'll be hosting in-person events around the globe, when it's safe to do so, uniting different segments of our community with VIP experiences that further the connections and collaborations born on our digital platform.

As the world reopens, you'll receive exclusive invites to our line-up of immersive, in-person member events. From dog sledding expeditions and desert hikes to cocktail-making sessions, wine tasting weekends and private gallery previews, our member events break the boring B2B mould, fuelling meaningful conversation, relationship-building and innovation amongst our community members.





In-House Perks.

Designed to make the world your oyster, our Member Perks include special upgrades, discounts and offers, available only to House of Beyond members. Enjoy a complimentary cocktail upon arrival at a House of Beyond member property, or relish a 10% discount with one of our member DMCs, when booking your own (well-deserved!) holiday.

A Digital Membership Badge.

Signifying your status as a member of high-end travel's most curated private members' club, our membership badge gives your 'gram, website or email signature the gravitas it deserves.



Who's in The House?

We've launched The House of Beyond with 1,000 founding members, all of whom qualified for This is Beyond's 2020 flagship events: PURE Life Experiences, L.E/Miami, We Are Africa and Further East.

But our mission is to make our global world truly local, 365 days a year. So moving forward, we'll be welcoming **senior-level** high-end travel professionals from every niche of the luxury travel industry, and from all over the world, to join The House of Beyond.



Member Types:

Buyer:

Members in this category include the world's top travel bookers – from leisure travel designers, corporate travel agents and meeting & event planners, to in-house travel managers for entertainment companies and some of the world's most creative multi-national corporations.

Supplier:

Members in this category are leading-edge suppliers of the world's most exclusive, exquisite travel experiences – from luxury hotels, VIP destination management companies and jet charterers, to game reserves, villas and yacht fleets.

Media:

Members in this category include prolific journalists with a passion for travel and lifestyle stories. Our media members write for the world's top-tier, consumer and trade titles, both in-house and on a freelance basis.

Looking Ahead...

As our inspired community grows, we'll be looking outside these three member types to welcome relevant voices who can help shape The House of Beyond and elevate our members' experience. These new members will include hospitality suppliers – from interior design firms and PR agencies, to innovative F&B suppliers and wellness experts. We're carefully selecting these industry gurus, to ensure every member who's given a set of House keys is there to benefit our members' business.

Peek Through the Keyhole

Suppliers



62°NORD



Alila



EDITION



HL Adventure

JOALI



la réserve



NOBU HOTELS



PROPER



TAKIMS HOLIDAYS
— SINCE 1950 —



A Few of our Founding Members

Media



SUITCASE

TOWN&COUNTRY

TRAVEL+
LEISURE



First Access Membership

Peek Through the Keyhole

A Few of our Founding Members

Buyers

360
PRIVATE TRAVEL

AFRICOME

allure
TRAVEL BY CTM

ALTOUR

AMC
NETWORKS

AR ATLAS
REIZEN
ontmoet de wereld

BLACK
TOMATO

BRU&BRU
EXCLUSIVE TRAVEL DESIGNER

FIRST
IN SERVICE

GEOEX

GLOBAL
INTERNATIONAL
TRAVEL
SERVICES

InfinityTravel

local
FOREIGNER

MASON ROSE PRIVATE TRAVEL

MY CONCIERGE

NATURAL
WORLD
SAFARIS

RED SAVANNAH

REMARKABLE
RA
AFRICA

SMARTFLYER

SONY
PICTURES

Sorpresa

Talisman
travel design

TEN

THE CLASSIC SAFARI COMPANY
Est. 1992

THE PASSIONIST
TRAVELLER

TIMBUKTU

TRAVEL
BEYOND

ULTRA COLLECTION
THE FINEST ART OF TRAVELLING.

VIAJESINTERMEX

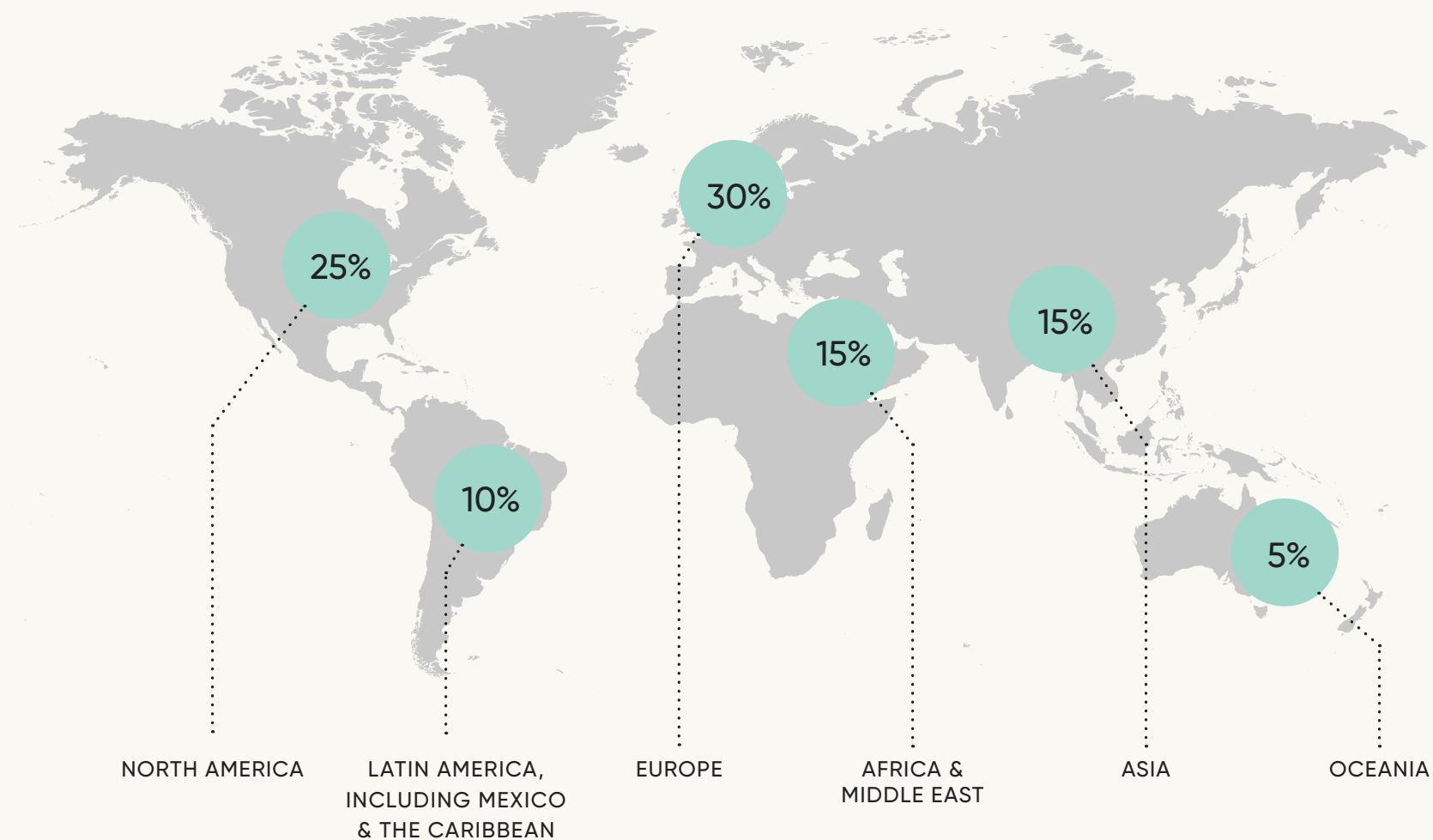
Zebrano Travel
Luxury | Travel | Experiences



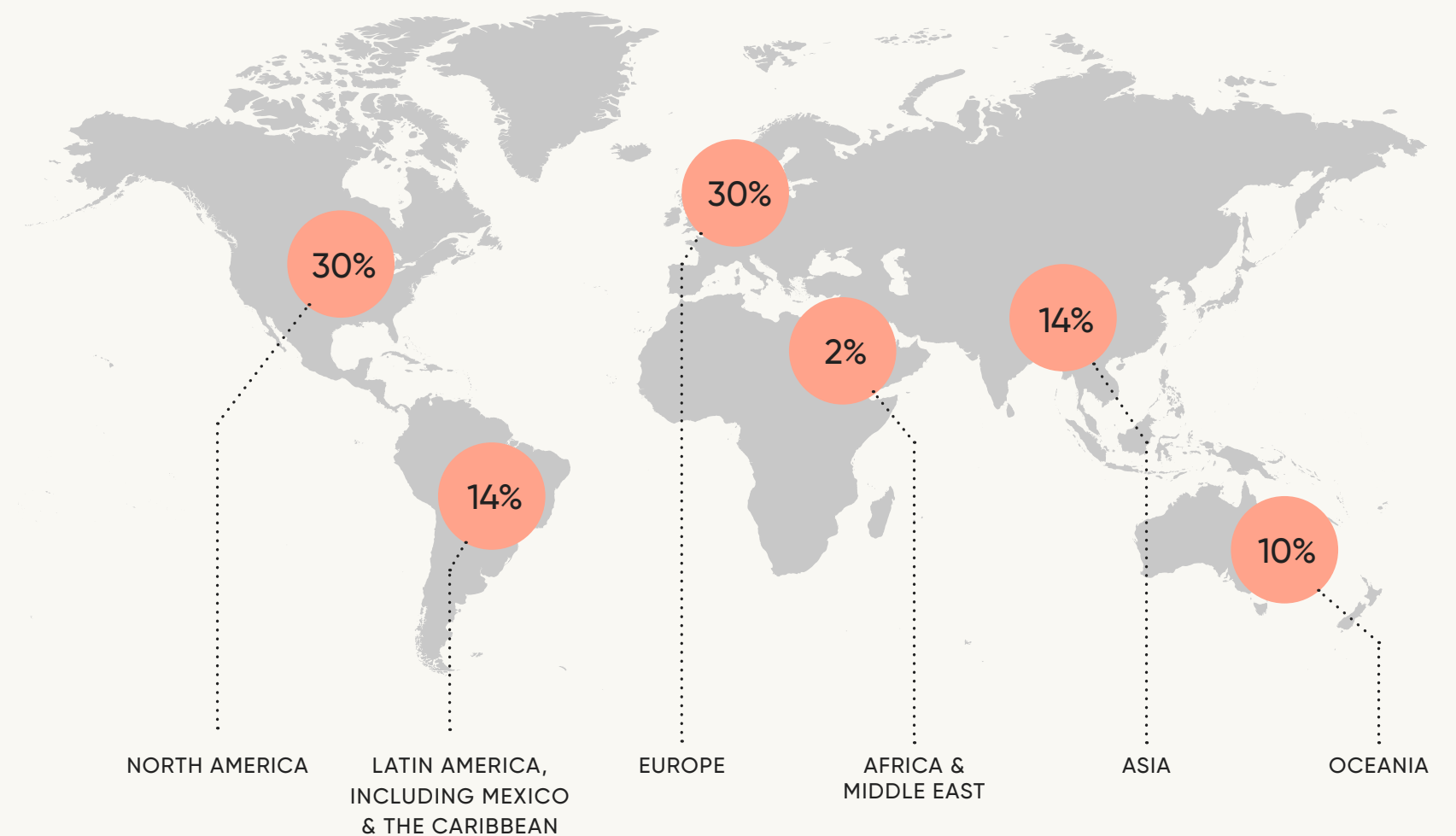
First Access Membership

Where In The World Are Our Members Based?

Our Suppliers:



Our Buyers:



Member Eligibility

At The House of Beyond, we believe wholeheartedly in the power of connection, community and creativity. Forget B2B and B2C – business is human-to-human, and we strive to place humanity at the core of everything we do. This philosophy is the foundation of our House, and the ethos we look for in every one of our members.

Whether a buyer, supplier or member of the press, all House of Beyond members are united by a greater sense of purpose. It's not just about the bottom line – it's about making travel a force for good in the world – whether by providing highly personalised, memorable experiences to travellers, innovating to make travel more sustainable for all, or supporting the local communities that make those dream journeys possible.

****Please note:** You must be a senior-level member of your business (senior manager level and above) to qualify for membership in The House of Beyond.*

To qualify as a House of Beyond member, your business must:

- Cater to a high-net-worth end-user
- Exceed luxury standards of service
- Focus on tailored, highly personalised traveller experiences
- Our members focus on the opposite of 'cookie cutter' travel experiences and value authenticity over corporate homogenisation
- Commit to superior quality products and amenities
- Take tangible steps towards making your offering more sustainable and reducing your business' carbon footprint, as well as the carbon footprints of your clients
- Actively support your local community, and take steps to better the lives of those impacted by your business – whether they be employees, partners or neighbours
- Continually innovate to remain at the forefront of high-end travel; you're not one to rest on your laurels and you're constantly pushing boundaries to better your business and remain highly relevant to discerning high-end consumers
- Remain thoughtful and true to your company's ethos across everything you do



Unlocking Your Membership

Want your own set of keys? We thought you might. We currently have a limited number of First Access Memberships available for best-in-class travel pros who meet our community criteria.

When you enter the House as a First Access Member, it means:

- 1. No initial joining fee**
- 2. No need to attend a flagship This is Beyond event in the next year***

**From 2022 onwards, House of Beyond members will be required to attend at least one physical This is Beyond event per year, unless otherwise agreed.*

Please note: All House of Beyond member logins are non-transferable - meaning they belong exclusively to the House member, not colleagues or peers. Human-to-human relationships are the most important part of our House, so we want to make sure our members can always connect on an individual (rather than group or brand) level.

Pricing

For a limited time, buyers who register for The House of Beyond as a First Access Member will have their membership fees waived for their first 12 months of membership.



It's Better In-House

BUT DON'T JUST TAKE OUR WORD FOR IT...

Here's what our Founding Members are saying...

“Honestly, I am **absolutely blown away**. It's so much more than useful.”

“I simply **LOVE** The House of Beyond.”

“It's the **best way to stay connected**, build new relationships and place requests in the most direct way, and to share expertise, passion and maverick moments.”

“It's a great platform to **connect and network**.”





The House
of Beyond.

Ready to go in-House?

Click [**HERE**](#) to apply for First Access Membership.

*Please note this is an application form, subject to approval from The House of Beyond. If your application fits our member criteria, you'll hear directly from our team in the coming weeks.

Have questions for our team?

Drop us a line at [**hello@thehouseofbeyond.com**](mailto:hello@thehouseofbeyond.com)
and we'll be in touch soon.

