

News

DMS roadshow

Price drop ups London's appeal on the international incentive circuit

Post Brexit devaluation and new hotels adding to the bed bank have combined to reduce the cost of a visit to London and the rest of the United Kingdom by 30% compared to a year ago.

Frances Wyatt, London based director of sales and marketing with Spectra, says the company's First Class London five night incentive programme cost the equivalent of NZ\$4180 last year but is now priced at \$3325 – a tangible example of the value to be had.

Wyatt was one of about 26 exhibitors at the Destination Marketing Services (DMS) roadshow at the Maritime Room in Auckland yesterday. She was promoting both the extra value and a number of new options in London



Frances Wyatt of Spectra at yesterday's DMS Connect Roadshow

and beyond.

'A lot of people don't realise the potential London has when we are there to guide them. For example, incentive groups can have dinner on a Tower Bridge Walkway or record a song at Abbey Road Studios. We've had incentive groups record With A Little Help From My Friends and automobile groups record Drive My Car. We've had people almost cry when they have had the opportunity to do that.'

She points out that London has 140,000 hotel rooms across the city, a crucial factor helping to keep accommodation prices affordable.

'We are seeing new hotels as well as established places going through refurbishment and rebranding. For example the 900-room Cumberland will become a Hard Rock in 2018 and The Lancaster is going through a £75 million revamp.

'The Four Seasons at Trinity Square, opposite the Tower of London, will open soon with 100 rooms and The Great Scotland Yard Hotel opens with 236 rooms in 2018. Then we've got The Ned, in the former Midland Bank Building, opening with 252 rooms in May, so there continues to be more choice than ever.'

– Stu Freeman