

# London



A gleaming 21st century capital with a fascinating 2,000-year-old history, London's royal palaces, iconic landmarks and world-class attractions never fail to impress. Add to the mix its vibrancy, diversity and appetite for reinvention and it's little wonder that London is such an inspiring host city for any event.

Delegates are drawn to events in London and many choose to extend their business stay after the event – and with good reason, as the capital has been crowned the World's Most Popular Tourist Destination (2015) by MasterCard for the second year running. Full of must-see museums, galleries and attractions to tick off the bucket list, together with a unique, vibrant atmosphere where over 300 languages are spoken, London has what it takes to keep delegates in its thrall, before, during or after an event.

London is open for world class business events even on a budget. Free spectacular world-class attractions and events, a surplus of quality affordable accommodation and over 19,000 different places to eat mean it is possible to create a memorable yet cost-effective programme. And, with two of London's international airports dedicated to low-cost airlines, delegates can travel to London on a budget.

## By air

- 6 international airports – London City, Heathrow, Gatwick, Luton, Southend and Stansted
- Welcoming people from 300 different destinations worldwide.
- All six international airports handle a steady stream of flights and have fast, direct train services linking them to the city centre.

## By train

- From Paris (2hr 15mins)
- From Brussels (1hr 55mins)
- From Amsterdam (4hr 35mins)
- Kings Cross St Pancras has direct links to Stratford International, Europe and across the UK.
- Crossrail is the eagerly anticipated 118-kilometre railway line that will dramatically cut journey times across London, and improve on passenger comfort. Christened the Elizabeth Line, the first section of the line will open in December 2018.

With its impressive investment programme and fleet of buses, trains, taxis and the London Underground, London's public transport makes travelling in the city a seamless experience.



## Economic/Academic strengths

- London is a city which has been built on centuries of international trade. You can hear more than 300 different languages spoken in the capital. This remarkable diversity makes London an ideal destination for every business, every event and every delegate.
- London's educational offering is vast. London boasts is home to 45+ universities with 430,000 students from the UK and all over the world.
- London is home to Europe's largest and fastest-growing tech cluster, Tech City, a strong financial services industry, and thriving creative industries and life sciences clusters.

## Social programme ideas

- **Tate Modern** has opened its new extension in the heart of Bankside. The displays include international modern and contemporary art in a stunning new building overlooking the Thames. A roof terrace offers incredible views.
- The **Skygarden** sits high above the city of London, and offers an oasis of calm and buzz, together with stunning views over the London skyline.
- Discover the magic of **Harry Potter** entering behind the scenes of the film series at the studios where it all began.
- No visit is complete without taking in **London's culture scene**. From galleries to museums, attractions to specific tailored tours, London has it all.

## Where to stay

5★ Hotel rooms	18,254
4★ Hotel rooms	53,398
3★ Hotel rooms	20,760
Budget hotel rooms (1★ 2★)	41,854
B&B/Self catering/ Serviced rooms	25,000+
Hostels	5,000
University/college rooms	22,000





Olympic Park



Tower Bridge



QEII CC

## Hotels and Event Venues

Residential  Academic venue  Non-residential

Venue	Bedrooms	Capacity (theatre)	Capacity (banquet)	Meeting rooms	Closest Tube
ExCeL London	-	45000	30000	60	Custom House
Business Design Centre	-	2500	1200	14	Angel
Olympia London	-	4000	-	6	Kensington Olympia (OV)
Wembley Stadium	-	1800	-	25	Wembley Park
Hilton London Metropole	1059	1600	1000	42	Edgware Road
QEII Centre	-	1200	930	32	Westminster
Novotel London West	630	1000	-	33	Hammersmith
(LSE) London School of Economics and Political Science	Various	999	-	Various	Holborn/Temple
Cadogan Hall	-	953	-	3	Sloane Square
Queen Mary University of London	-	774	-	37	Mile End
Guildhall	-	760	-	7	Bank
Imperial College London	600	740	-	Various	South Kensington
The Tower	801	550	-	19	Tower Hill
King's Campuses (summer)	Various	<450	-	Various	Various
The May Fair Hotel	437	280	-	17	Green Park
London Southbank University	-	220	-	various	Lambeth
Travelodge	Various	Various	-	Various	Various

## London & Partners services

Free of charge services include:

- Free impartial advice about venues, housing, professional conference organisers (PCOs) and destination management companies (DMCs).
- Site inspection facilitation.
- Written support for your bid from leading civil and corporate figures in London and the UK.
- Production of bid documents and presentations, with assistance presenting the bid, if required.
- Promotional tools to help increase delegate attendance, including DVDs and presentations.
- Visitor information for delegates.
- Customised accompanying partner programmes in London.

## Further information

**VisitEngland**

[www.visitengland.com/businessesevents](http://www.visitengland.com/businessesevents)

**London & Partners Convention Bureau**

[www.conventionbureau.london](http://www.conventionbureau.london)

**LONDON**  
**CONVENTION BUREAU**