

Continued from page 65

Hotels London says London's new hotel developments, including the group's forthcoming 350-room The Leicester Square Hotel, due to open in 2019, reflects the city's competitive and vibrant nature.

He says: "There will always be demand for hotel rooms, suites, meetings and events spaces and restaurants. There are long waiting lists for many outlets in London. The new hotel developments will showcase the very best of what London has to offer; it can only be a positive for the city and the UK as a whole."

This increase in supply, with 7,000 new bedrooms expected to be added in 2016 alone, is good news for room rates as new

rooms swallow up demand and keep occupancy consistent, say hotel analysts at hospitality consultancy HVS.

Chairman Russell Kett explains: "Flat or declining occupancy is historically followed by plateauing rates indicating that a peak in hotel market trading may nearly have been reached."

Halliwell adds: "I still find it amazing that despite all the hotel development we had before the 2012 Olympics, it's still carrying on (at the same rate) now. In terms of investment, it shows hotels still see London as a good place to carry on."

"You'd have thought it would soften room rates but on the other side of the coin, we're still forecasting a huge rise in

Continued on page 69

Case study



Charlie Hepburn
Vivid Event Group



Red alert at the Natural History Museum

With a brief to bring together the East and West for a major Japanese global trading company, the Natural History Museum provided a memorable venue. About 350 senior management staff from across Japan and the EMA region, along with 100 VIPs, attended the July gala dinner, with guests including politicians and royalty.

Vivid Event Group MD Charlie Hepburn says: "The Natural History Museum is a prestigious historical venue of national importance, and provided a unique twist with the dominating presence of the Dippy the Diplodocus dinosaur exhibit."

The agency embraced Japanese etiquette and culture throughout the function. VIP guests arrived early for a drinks reception at the Darwin Centre, where they lined up to meet the company's CEO and COO, a cultural detail to reflect the importance of face-to-face meetings in Japan.

Elaborate displays of western fusion sushi and traditional Japanese sushi were on offer throughout the main reception at The Hinze Hall, while a red theme had been rolled out – not least from shipping in 95 per cent of the world's supply of Gloriosa Lily, a ceremonial red Japanese flower signifying the month of July.

Hepburn adds that strict timings had to be adhered to on the evening, another reflection of cultural etiquette.

"From the running order to the logistics of timings and personal interactions, a very specific protocol is adhered to. An arranged meet and greet with the CEO or a group tour to the green room will happen to the exact minute – not 30 seconds before or after."

LONDON'S SMARTEST VENUE



THE EXPERIENCE OF SPACE



ON-SITE OR SELF CATERING



INNOVATIVE MODULAR SYSTEM



On-site
3rd hotel



State of
the art
facilities



Up to 7
break-outs



Unique &
flexible
venue

Book your next event with us:

T: +44 (0)207 666 8470

E: enquiry@ileconferencecentre.co.uk

ILEC

ILEC CONFERENCE CENTRE
IBIS LONDON EARLS COURT

47 Lillie Road, London SW6 1UD

+44 (0)207 666 8470

www.ileconferencecentre.co.uk