

## CASE STUDY

# Travel Incentive



Windsor Castle



Abbey Road Studios



Spencer House



Tower of London

**The Guests** 28 top achievers and their partners from a US Insurance company

**The Event** Five night and six day programme focussing on London and home counties

### What they said.....

*"I have had nothing, but glowing remarks about this trip! Our senior Director was blown away by the theatrical production of Miss Saigon and wanted to especially mention the five star service provided by the Corinthia Hotel.*

### Their requirements

This leading US insurance company holds their annual incentive around the globe every year. Our well travelled client who selects the location, chose London for the fourth time as it's his most favourite European city.

### Our solution

Although the trip was focused predominantly on London, EC Travel created a programme which was finely balanced between offering a range of tours to some very iconic 'British' venues, whilst at the same time included a fair proportion of leisure time.

During the five days they visited Windsor Castle, the country residence of Her Majesty the Queen, Abbey Road (the famous Beatles London recording studios), shopping at the famous department store Harrods, visiting the Crown Jewels at the Tower of London concluding with a farewell dinner at Spencer House. (built by Earl Spencer, an ancestor of Diana, Princess of Wales)

As a result these top achievers and their partners enjoyed visiting some of the most famous sites that London can offer.

Staying at the recently opened five star Corinthia Hotel in the heart of Westminster, EC Travel chose this central London Hotel as it was ideally located between the financial centre of the City of London, and the West End.