



# LONDON FOR BUSINESS TOURISM

LONDON  
& PARTNERS

1. **Connectivity**
2. **Lifestyle and culture**
3. **Sector expertise and talent**
4. **The London welcome**
5. **Constant innovation**



# London for Events

## Connectivity

Six major airports  
Excellent transport system

- Direct flights to 396 international destinations
- Heathrow to ExCeL in 44 minutes on the new Elizabeth line

## Lifestyle

English language  
Rich cultural factors  
Green spaces

- Many event planners see a 10-20% increase in delegate numbers when hosting their events in London
- 3,530+ pubs, 857 art galleries, 215 museums, 71 Michelin starred restaurants, eight Royal Parks

## Sector expertise and talent

One of the world's top two financial centres  
One of the world's top life sciences centres in Golden Triangle with Oxford and Cambridge

- A global centre of learning, with four universities in the world's top 40
- World-renowned medical meeting destinations like the Francis Crick Institute

# London for Events

## The London Welcome

A unified London team to advise on the best event for you  
Large accommodation capacity

- More than 1,000 venues
- Over 155,000 hotel rooms
- Beneficial tax rules for associations, event organizers and business travelers
- Centre for media and event agencies, so events have support

## Constant innovation

New experiences, new hotels, new event spaces opening all the time.  
A magnet for innovative, world-class people

The Londoner shortly to open  
Recent openings like Nobu Shoreditch, The Bankside Hotel

# Constant innovation

- **New hotels**

The Londoner and The Bankside

- **New infrastructure**

Europe's largest infrastructure project, the Elizabeth line

- **New spaces**

Red Bull's Gaming Sphere in Shoreditch, the new White Hart Lane Stadium

- **New experiences**

Crystal Maze, Bodyworld, Secret Cinemas

Check out our [Whats New Guide](#) for more



Illuminate at The Science Museum



Kings Cross





## Connectivity

- **Six** international airports
- Direct flights to **396** international destinations
- London City Airport will predicted **6.5 million passengers** per year by 2025
- Eurostar train services linking London directly to Paris (2 hours 16 minutes) Brussels (1 hour 48 minutes) and Amsterdam (3 hours 52 minutes)
- **Coming soon** delegates travelling from Heathrow on the new Elizabeth line will take only 28 minutes to get to London's West End, 34 minutes to reach the City of London and just 44 minutes to travel to the capital's biggest event venues, ExCeL London and the O2 Arena



# Lifestyle

- **233** languages spoken
- **857** art galleries
- **173** museums and hosts **17,000 music performances** annually
- **151** registered parks and gardens, **eight** Royal Parks and **four** UNESCO World Heritage sites
- **70** Michelin-starred restaurants
- Home of rugby (Twickenham), cricket (Lord's) and football (the Emirates, Stamford Bridge, White Hart Lane, and Wembley).

# Sector expertise and talent

- **Finance**

London is the host city for Sibos 2019, the world's premier financial services event bringing together more than 8,000

- **Creative**

London has 857 art galleries. Host your event at the Tate Modern or Tate Britain whilst enjoying a private viewing of a world class exhibition

- **Urban development**

London Climate week combined with London's National Park City Status will come to life summer 2019

- **Life Sciences and Medical Meetings**

London forms the golden triangle with Oxford and Cambridge, which includes five of the world's top 20 universities for life sciences

- **Tech**

London Tech Week is Europe's largest festival of live tech events. Taking place in June every year, its calendar of 300 events attracts 55,000 delegates from more than 90 countries



# London's ease of doing business

- More than **1,000** venues
- Over **150,000** hotel rooms
- Our **London Accommodation Charter** means that even the largest delegate events do not lead to a spike in rates.
- UK VAT regulations mean that associations, corporate event organisers and business travellers could be entitled to a tax refund and reclaim 20% tax on transport, accommodation, venue hire, food and drinks, business entertaining, event costs and promotional marketing/advertising.



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## The London welcome

The London Convention Bureau offers

- Introductions to relevant suppliers
- Free, impartial and creative advice about suitable venues and hotels.
- Assistance with short-listing venues
- Travel advice for air, rail and city public transport, and chauffeur services
- Assistance with regulatory compliance
- Experience in implementing city-dressing programmes
- Organise group orders of the contactless payment Oyster card for travel



## Upcoming city wide events and conferences

**4 of the world's** top 40  
universities in London

**50+**  
higher education institutions in  
London

**235,000**  
new high-skill jobs added in  
London between 2013-2016

**250,000+**  
software developers work in the  
capital

**London has more LinkedIn  
members** with AI skills than any  
other European city

**112,000 international** students  
study in London from more than  
200 countries

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**EASL is delighted to host the next International Congress in London in 2020, a truly global event gathering stakeholders in LIVER DISEASES for 5 days of the best science exchange, knowledge transfer, education, public health and patient support. London's position as an international hub is an important factor in attracting a large audience of experts in the field.**

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- European Association for the Study of the Liver, 2019

**Thank you**

**LONDON**  
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