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WELCOME

It gives me great pleasure to contribute to the first UKinbound @ Arabian Travel Market magazine, and I am delighted that we have so many UK tourism businesses and organisations here in Dubai for this exhibition.

The UK has so much to offer visitors from all around the world. Itineraries can be developed to suit any type of traveller, from families to business visitors, fully independent travellers, and groups. We offer iconic, world-class attractions such as Buckingham Palace, the Houses of Parliament, Stonehenge and Shakespeare's Globe, in addition to luxury accommodation, once-in-a-lifetime shopping opportunities, some of the best food and drink in the world, exciting and dynamic theatre shows, and global sporting events.

London is one of the great global cities with an unparalleled range of attractions. I would also encourage any visitor coming to the UK – particularly for the first time – to step outside the capital. Places such as Manchester and Liverpool, Scotland, Wales and Northern Ireland offer unique experiences, scenic countryside, regional foods and drinks, as well as literary, arts and music festivals.

The UK Government is keen to encourage our international visitors to explore as much of the UK outside of London as they can, and in 2015 we launched the Discover England Fund. As a result, new itineraries are available such as Gardens and Gourmet, which offers visitors the chance to experience England's outstanding gardens and food; London and Manchester: Gateways to England, which enables visitors to connect easily with and explore one of England's greatest northern cities; and Royal Racecourses – The Sport of Kings, which offers experience-led routes to world-famous race courses such as Ascot, Newmarket, York and Chester with luxury accommodation.

Please do take the time to visit our stand and talk to the UKinbound team and their stand partners to find out what fresh ideas and itineraries they can offer you and your clients.

I wish you a successful Arabian Travel Market 2018.

Michael Ellis MP, Minister for the Arts, Heritage and Tourism



CONTENTS

Minister Welcome	01
CEO Welcome	03
About UKinbound	04
UK Visa and Immigration	06
Luxury Shopping	08
Attractions	10
Evening Entertainment	12
Royal Residences	14
British Sport	16
Accommodation	20
Member News	22
ATM Listings	28
ATM Floorplan	32

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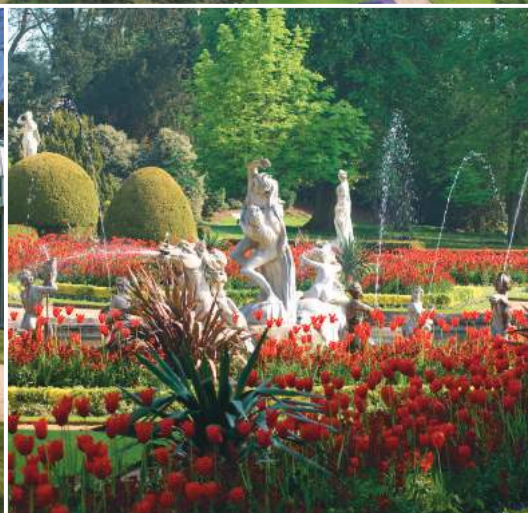
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CEO WELCOME

I'm delighted to welcome you to the UKInbound stand at Arabian Travel Market 2018!

We are joined by 24 UK tourism businesses from across the tourism sector, including Tour Operators, Accommodation Providers, Attractions, Destinations and Service Providers, all ready to meet and do business with you.

A full list and introduction to all our exhibitors can be found within this guide, along with a floor plan to help you maximise your time on the UKInbound stand.

The UKInbound team are also on hand to answer your questions and assist you with your enquiries during your visit. Please do not hesitate to ask – we're here to help.

This dedicated ATM magazine comes packed with information on the best that the UK has to offer to you and your clients from shopping, accommodation, itinerary ideas and attractions. If you are based in the UK and keen to grow

your inbound business, then please do speak to a member of the team about joining our association. If you are keen to work more closely with our members but are not based in the UK, please do speak to a member of the UKInbound team about how we can help you.

We will be tweeting news and updates throughout the duration of ATM 2018, so do keep your eye out for the hashtag #ATMDubai and don't forget to tweet your own content here, too.

During the show, we will also be sharing pictures of our exhibitors and visitors at the UKInbound stand, conducting interviews and highlighting new product launches, so do get in touch by tweeting directly to @UKInbound if you have anything you would like to share.

Thank you for visiting the UKInbound stand and I wish you a very successful Arabian Travel Market.

Deirdre Wells OBE, Chief Executive

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ABOUT UKINBOUND

WHO ARE WE?

For over 40 years, we have been the voice of inbound tourism helping to maintain the UK's competitiveness as a tourism destination. We listen to and represent the views of nearly 400 members to government, the media and key industry organisations to ensure that inbound tourism is recognised as a leading economic and employment driver for the UK economy and therefore a key priority.

WHAT DO WE DO?

We help to **GENERATE** greater business opportunities for our members

We **RAISE** the profile and value of tourism to our economy

We **LOBBY** Government to improve the fiscal and regulatory environment for our industry

HOW DO WE HELP OUR MEMBERS GROW THEIR BUSINESSES?

- By holding over 40 different events annually to facilitate networking and B2B opportunities
- By giving members access to a broad range of training and development opportunities
- By providing our members with exclusive access to industry insights and market intelligence
- By generating new business leads and commercial opportunities through our industry connections both in the UK and around the world

MEET THE TEAM!

The UKinbound team are looking forward to meeting you and are on hand throughout ATM to help with any enquiries or information you may need.



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VISA ARRANGEMENTS FOR THE UK

Millions of decisions are made by UK Visas and Immigration every year about who has the right to visit or stay in the UK.

There are currently over 300 visa application centres around the world, including multiple locations in India, the Middle East and China.

Between September 2016 and September 2017, two million standard visitor visas were issued to the UK – with an average processing time of less than eight days. This included granting 6,500 visas to Emiratis with an average processing time of three working days (well inside the UK's service standard of 15 working days).

There is a quick and convenient application process for customers applying in the UAE:

- Emiratis wishing to visit the UK for less than six months can apply for an Electronic Visa Waiver (EVW) instead of a General Visitor visa. The EVW allows customers to register their details 48 hours before travelling to the UK and those with an EVW do not need a visa to enter the UK
- A Priority Visa service is offered where a decision can be made on your application within five working days. A Prime Time appointment service is also offered for those who need the convenience of an appointment outside of usual business hours, a Premium Lounge service for extra comfort and an exclusive Platinum Lounge Service at the Dubai visa application centre
- A Keep My Passport When Applying service is also offered, which allows customers to keep their passport while their application is considered. Customers may also apply for a UK visa without leaving their home or office, using the On Demand Mobile Visa service

For more information, please contact Miguel San Juan, Strategic Engagement Lead, UKVI at miguel.sanjuan@homeoffice.gsi.gov.uk

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salisburycathedral.org.uk



ULTIMATE LUXURY

Make time for the most luxurious of activities in the UK – shopping. From high street to high end, Britain has something for you. Here we sort out the hot spots to splash the cash, so you don't have to...

London

London is renowned the world over for its incredible range of shops. Oxford Street offers mile after mile of purchasing opportunities: Selfridges, John Lewis, House of Fraser and Debenhams all reside here as well as a Marks & Spencer, a British high-street institution that sells fashion, interiors, accessories and more.

Branching off Oxford Street, Bond Street's deluxe retailers make it a destination in its own right, while over in Knightsbridge, the luxury theme continues in Harrods and Sloane Street. Even further west to Shepherd's Bush – Europe's largest urban shopping mall, Westfield London, comes into view. www.visitlondon.com

South East England

England's South East is a veritable feast of great shopping destinations. Bicester Village in Oxfordshire specialises in hundreds of designer labels at great prices. More than 100 well-known brands can be found here, including Calvin Klein and Tommy Hilfiger, with discounts of up to 60 percent.

In Portsmouth, enjoy a day of shopping and sightseeing thanks to its great range of attractions and amenities. Its Gunwharf Quays is particularly worth a visit and is home to countless retailers such as Bose, Whittards teashop, Cadbury's and more.

Further along the coast and Brighton's maze of quirky shopping lanes brim with unusual gifts, trendy accessories, music and crafts. If that wasn't enough, the South East also boasts Bluewater in Kent, the second largest shopping centre in the country.

www.visitsoutheastengland.com

East England

For a shopping experience of two halves, Cambridge is the perfect destination. Its historic streets and buildings house a vibrant and eclectic range of stores but this university town is not all ancient and its Grand Arcade offers a thoroughly modern shopping experience. Centrally located and opened in 2007/2008, this shopping hub has a big focus on fashion and boasts upscale designers such as Radley, Rigby and Peller and Ted Baker.

Lakeside Shopping Centre in Essex offers another great shopping day out, thanks to its 250 shops. www.visiteastofengland.com

Scotland

Edinburgh offers the perfect shopping break thanks to its designer department stores (including the ultimate purveyor of luxury goods, Harvey Nichols), high-street shops and unique boutiques. More brands reside at George Street in the New Town as well as Princes Street and the West End, while hippy chic fans will love the range of quirky boutiques at Stockbridge villa as well as Bruntsfield on the south side. And no shopping trip to Edinburgh would be complete without a visit to Jenners – a glorious Victorian department store often hailed as the Harrods of the north.

www.visitscotland.com

Heart of England

For exceptionally high-quality ceramic, pottery or glass, head to the Heart of England. It is renowned for its crafts industry, with its most famous export being Wedgwood. Located in Stoke-on-Trent, the Wedgwood Visitor Centre

features the story of Josiah Wedgwood as well as that all-important gift shop, and the town itself is home to an array of factory shops selling a variety of ceramic brands at great prices. For those who would rather wear fantastic designs instead of decorating their home with them, don't miss Birmingham's Bullring and Mailbox shopping centres. www.visitengland.com

East Midlands

Leicester's Highcross shopping mall, built in 2008 to a cost of £350 million, has put the area firmly on the shopping map. It boasts 120 shops including popular fashion brands and department stores, John Lewis, Debenhams and House of Fraser. Beyond Highcross, a clutch of historic streets known as Leicester's Lanes are a great source of quirky jewellery, clothes, cafés and more. www.discovereastmidlands.com

Yorkshire

The vibrant city of Leeds is a shopping haven with great retail hubs not to miss. Combine sightseeing and spending at the beautiful Victoria Quarter. It is here you'll find department store Harvey Nichols, as well as a range of high-street stores and designer boutiques. Its modern counterpart, The Light, offers more ways to part with your cash, and what's best, its glass covered courtyard and avenues means you can shop whatever the weather. www.yorkshire.com

North East England

The fashionable folk of Newcastle and Gateshead have plenty of choice when it comes to clothes shopping with the local MetroCentre. It is one of Europe's largest shopping malls with a staggering 330 shops. Children will love the Build-A-Bear Workshop and The Disney Store while adults can enjoy Sony, Swarovski, Topman, Topshop and more. And of course, all that shopping will work up an appetite, so head to one of its 50 restaurants. If this staggering array of choice seems a little overwhelming, then head to Jesmond, a district with bijoux boutiques and cute cafés. www.visitnortheastengland.com

North West England

England's North West offers a unique and unparalleled range of shopping destinations. From Chester's historic rows, brimming with luxury labels and independent boutiques, to the modern and mammoth Liverpool One shopping centre (the size of 28 football pitches), the region is full of ways to spend, spend, spend. www.visitenglandnorthwest.com

South West England

Bristol is awash with shopping malls and streets, perfect for those with a long list of things to buy. Cabot Circus is the city's newest shopping mall and is home to 120 fashion, technology, beauty and gift shops plus 25 cafés and restaurants, while its neighbour, the popular Broadmead district, features a further 300 retailers plus The Mall Bristol.

From high-street to high-end, Bath's grand Georgian streets feature luxury boutiques, while Milsom Street has been hailed as a top street for fashion buys thanks to its selection of outlets stocking clothes, jewellery and gifts. www.visitsouthwest.co.uk

Wales

Cardiff is a shopper's paradise, especially in winter – the glass atrium of St David's Dewi Sant Shopping Centre keeps the wintry weather at bay while housing a great collection of shops (Apple, Guess, Marks & Spencer and Swarovski, to name just a few), plus a selection of cafés and restaurants. www.visitwales.com

Northern Ireland

The city of Belfast has become one of Europe's top destinations for shopping. Donegall Place is heaven for high-street fashion fans, while Victoria Square boasts Apple, House of Fraser and Build-A-Bear, all firsts for the city. Exclusive designers are abundant in the Fishervick area and Lisburn Road is rather aptly titled Belfast's 'style mile' due to its boutiques, cafés and galleries. www.discoverireland.com

Clockwise from top left: Westfield London, Selfridges Birmingham, St Michaels Row Shopping Arcade Chester, woman shopping



ATTRACTIONS

There are so many amazing things to do in the UK: from tours of London's iconic landmarks to uncovering cultural gems that bring out your creative side – the possibilities are endless. Whether you're taking a solo trip, a weekend with a loved one, or a holiday with the family, the UK has hundreds of attractions waiting for you to explore



Iconic landmarks

Follow in your ancestors' footsteps and make a pilgrimage to the ancient prehistoric monument Stonehenge. The site is also home to a renowned exhibition and visitor centre with 250 ancient objects and a 5,500-year-old man, so it's worth the trip. Make sure you book your tickets in advance to guarantee entry on the day and a discount. www.english-heritage.org.

If you're willing to explore a little further, head to Scotland to cast your eyes on Loch Ness. The deep, freshwater loch in the Scottish Highlands is approximately 37 kilometres South West of Inverness. Boat trips take place from Inverness, Fort Augustus and Drumnadrochit, and you can cruise along with your cameras at the ready!

Typical of the Scottish Highlands, the glittering Loch Ness is framed by towering mountains and thick woodland and is a spectacle in its own right, but keep your eyes peeled as you may spot Nessie (Loch Ness monster). www.visitscotland.com.

Game of Thrones fan? Channel your inner Stark and visit the shores of Ireland. Don't worry if you're not hooked on the cult series, you can still thoroughly enjoy the natural

phenomenon that is Northern Ireland's Giant's Causeway. The landmark is made up of 40,000 interlocking basalt columns, which is the result of an ancient volcanic eruption. Located in County Antrim on the north coast, it's a must-see site for breath-taking views and bracing winds. www.nationaltrust.org.uk.

If you find yourself in the capital, make sure you drop by St Paul's Cathedral. One of the most recognisable landmarks in London, the cathedral has dominated the city skyline for more than 300 years. Climb 259 steps up the dome and you will find The Whispering Gallery. It gets its name from an oddity in its design, which makes a whisper against its walls audible on the opposite side. www.stpauls.co.uk.

Finally, if you're looking to relax, take a dip in the natural Roman Baths. At the heart of the City of Bath World Heritage Site, the baths are the preserved remains of one of the greatest religious spas of the ancient world. The thermal springs still flow with natural hot water and is a must-do when visiting the west country. Start the visit with a guided tour – available in 12 languages – before submerging your body in the warm water like an ancient Roman. www.romanbaths.co.uk.

Family days out

Immerse your children in a history lesson they will never forget with a trip to see the Magna Carta in Salisbury Cathedral. Magna Carta is one of the most celebrated documents in English history and only four copies of it, dating from 1215, have survived. Salisbury Cathedral is proud to be home to the best preserved original manuscript. Visit www.salisburycathedral.org.uk for a list of upcoming events and children's activities.

For the aspiring actors and actresses, head to Shakespeare's Globe in the heart of London. Whether you're five or 50, Shakespeare's plays appeal to all ages – although avoid his history plays if you're faint-hearted. To see all the special family events available, like the Shakespeare Workshops, visit www.shakespearesglobe.com.

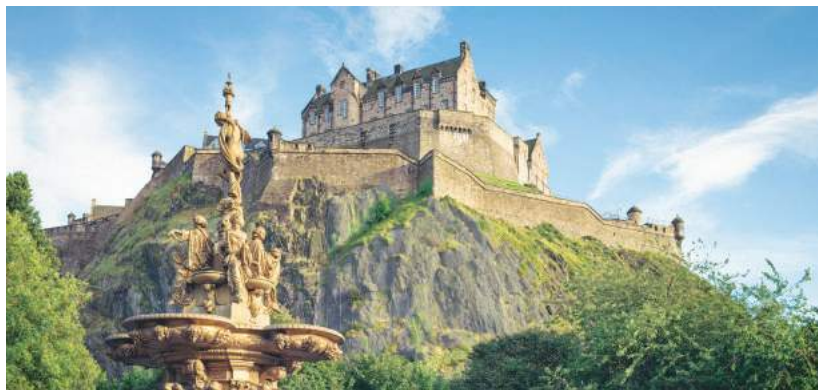
Let the little ones dart about the flower beds while you sit back and take in the scents and scenery of Royal Botanic Gardens, Kew. Located in South West London, Kew Gardens is home to the largest and most diverse botanical and mycological collections in the world. Experts will be on hand to help families make the most of this multi-sensory experience and learn about the amazing life of plants. www.kew.org.

Edinburgh Castle is an exciting historic site in Scotland. You'll find the castle in Scotland's dynamic capital city and the scenery will take your breath away. Edinburgh Castle has a lot to offer, there are so many rooms to explore and lots of information about so that you can learn all about the history. Your children will enjoy pretending they are a prince or princess for the day. www.edinburghcastle.scot.

Discover the secrets of our universe, in the UK's first 3D Planetarium. Take your family on a journey to distant stars and see Earth from an astronaut's perspective. Perfect for young and old alike, sit back and enjoy as the Live Science Team wow you with their amazing astronomical knowledge. www.visitbristol.co.uk.

Unique culture

Discover one of London's most popular districts for a guaranteed day – and night – of cultural activities. The West End, packed full of high-end and high-street shops including Oxford Street, Bond Street and Regent Street, is also home to a fantastic array of



theatre productions from The Lion King to Les Miserables. You can head to a museum or art gallery to gaze at world-famous art, before sipping on a cocktail in one of the area's numerous bars. www.visitlondon.com.

Fill your mind with creativity and be inspired by some of the biggest artists in the world. A former power station, the Tate Modern in London is now an institution that houses the UK's national collection of British art, international modern and contemporary art. With a list of temporary exhibitions amongst its permanent ones, the gallery is a must-see. www.tate.org.uk.

If you're a footy fan, the National Football Museum in Manchester should be top of your list. Stroll through the football walk of fame, meet your favourite players in the hall of fame before kicking back (pun intended) in the football-themed café. www.nationalfootballmuseum.com.

Visit the National Maritime Museum in Greenwich, London. Discover epic stories of exploration and endeavour that have shaped our world today. Visit the site for a list of events like the upcoming exhibition celebrating the British seaside through the lenses of

Clockwise from top left: St Paul's Cathedral London, Edinburgh Castle Scotland, Roman Baths Somerset, Giant's Causeway Northern Ireland



EVENING ENTERTAINMENT

British theatre has a history dating back some 1,000 years and, as the nights draw in, there's no better way to take shelter from the crisp evenings than snuggling up with a *Sleeping Beauty* or a *Lion King*. Add to that some dancing, a pinch of live music and a bite to eat, and the UK can offer the perfect recipe for a night out

Plays, musicals and dance

Get a real sense of theatre in London's West End, which, with its 40-plus theatres and its long-running plays and musicals, is often compared to New York's Broadway (check out www.londontheatre.co.uk for listings).

For less commercial fare, head to South Bank for the National Theatre (020 7452 3000 www.nationaltheatre.org.uk), where, pre- and post show, you can enjoy formal dining in its Mezzanine Restaurant and river views in the Terrace Bar.

Nearby in The Cut, the 150-year-old Old Vic (0844 871 7628, www.oldvictheatre.com) is showing *A Monster Calls* from 7 July-25 August, and, at the London Coliseum, the English National Ballet (www.ballet.org.uk) kicks off its summer season with *The Sleeping Beauty* on 6-16 July.

Further south, the West End vibe can be found on the coast at Theatre Royal Brighton (South East England, 0844 860 6650), which is hosting *The Case of the Frightened Lady* in June. In Bristol, you can watch *Ballet Black* (2 May) at Britain's oldest working theatre, the Bristol Old Vic (South West England, 0117 987 7877, www.bristololdvic.org.uk) – said to be

haunted by the ghost of 18th century actress Sarah Siddons – or savour contemporary theatre, a lovely café bar, and *Gabrielle Ruffle* (3-30 Oct), at the Tobacco Factory, in Southville (South West England, 0117 902 0344, www.tobaccofactory.com).

On the Welsh coast, the Wales Millennium Centre (South West Wales. 0292 063 6464. www.wmc.org.uk), in Cardiff Bay, has become an iconic base for performing arts, with plenty of lovely places to meet and eat around the Bay area (www.cardiffbay.co.uk), while, further north, the Theatre Royal Newcastle (North East England, 0870 905 5060, www.theatreroyal.co.uk) – is home to the Royal Shakespeare Company (RSC) and Opera North.

Even outside its world-famous summer festival, Edinburgh has much to offer and boasts Britain's biggest stage at The Festival Theatre, in Nicholson Street (East Lothian, 0131 529 600, www.eft.co.uk), which – home to the Scottish Opera and Ballet (from June 5-9 it's showing Matthew Bourne's *Cinderella* – is well located for a tour of some of Edinburgh's best traditional pubs and style bars, including The Borough Hotel in Causewayside (0131 668 2255, www.theboroughhotel.com) with



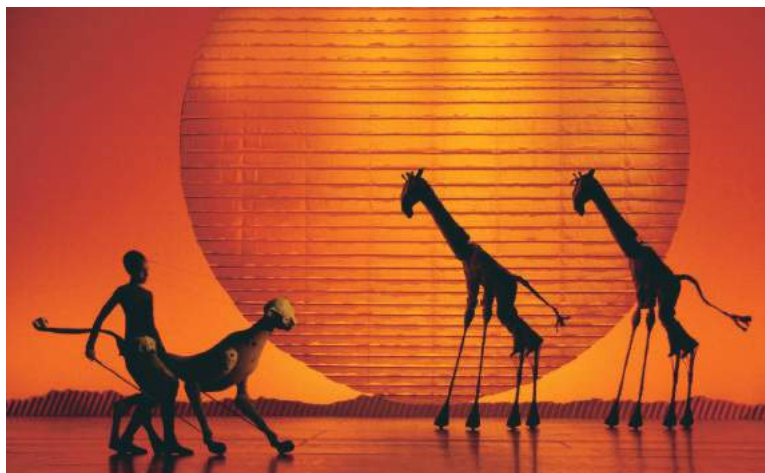
Clockwise from top left: The Phantom of The Opera, Shakespeare's Macbeth, Live gig at UK venue, Royal Opera House London, The Lion King

its chic restaurant and cocktail bar. In the West End, the spectacular Ghillie Dhu pub (0131 222 9930, www.ghillie-dhu.co.uk) has music throughout the year.

World-class music

London remains at the heart of Britain's live music scene and is home to, among others, English National Opera, at the London Coliseum (0871 911 0200, www.eno.org), which is running Swan Lake in August (reserve a restaurant table and you can return during the interval for coffee and pudding), and Europe's largest multi-arts centre, the Barbican (020 7638 8891, www.barbican.org.uk), which is hosting several performances, including the screening of Westwood: Punk, Icon, Activist, from 23 March.

For pop and rock, it's worth seeking out one of the many O2 Academy venues across the UK (which includes London's famous 'Millennium Dome' and sites in Birmingham, Bristol, Liverpool, Sheffield and Glasgow), which show most major music acts including Lady Gaga, Madness and Pixie Lott. Log on to www.academy-music-group.co.uk for local listings.





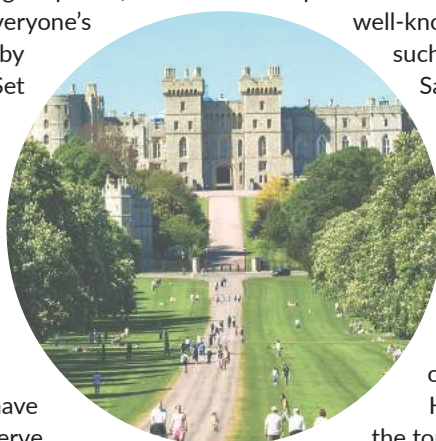
Looking to explore more of the UK's heritage? Here are some of the many places across the country where you can walk in the footsteps of the royal family

A royal wedding will be taking place this May between His Royal Highness Prince Harry and Hollywood actress Meghan Markle. A fairy-tale story of a young American woman and an English prince, the engagement has warmed everyone's hearts and will be watched by millions around the world. Set to take place at Windsor Castle, the day is certainly going to be breath-taking. So, with wedding fever in full swing, visiting a palace or a castle as part of your trip to the UK is a must.

Throughout history, Britain's kings and queens have built or bought palaces to serve as family homes, workplaces, centres of government and, of course, weddings. Some of these are still being used today by the royal family and many can be visited by the general public. The residences still standing today can be roughly divided into three categories of official Royal residences...

The best-known of these residences are

probably Buckingham Palace and Windsor Castle. Next is the private estates, which are owned by the Queen and are often used to generate private income through farming or public access. They also house some well-known private residences such as Balmoral Castle and Sandringham House. And finally, the unoccupied Royal residences, which are all other buildings in the UK which once housed members of the Royal family and are therefore of historical interest. Many of these buildings are open to the public. Here is our pick of some of the top Royal addresses to visit:



Windsor Castle

Windsor Castle is the oldest and largest occupied castle in the world. Founded by William the Conqueror in the 11th century, it's since been the home to a total of 39 monarchs. The castle is a working palace today, but it's open to visitors all year round.



Clockwise from top left:
Buckingham Palace,
Kensington Palace,
Windsor Castle

Windsor Castle is also often used by the Queen to host state visits from overseas monarchs and presidents. Foreign heads of state enter the castle in horse-drawn carriages through the George IV Gateway into the quadrangle in the Upper Ward, where a military guard of honour is drawn up.

Buckingham Palace

Buckingham Palace is recognised around the globe as the focus of national and royal celebrations and mourning, as well as the backdrop to the world-famous Changing The Guard ceremony.

Serving as the official London residence of the Royal family since 1837, today it is the administrative headquarters of the monarch. Although in use for the many official events and receptions held by the Queen, the State Rooms at Buckingham Palace are open to visitors every year.

Palace of Holyroodhouse

Founded as a monastery in 1128, the Palace of Holyroodhouse in Edinburgh, Scotland is the Queen's official residence in Scotland. Situated at the end of the Royal Mile, the Palace of Holyroodhouse is closely associated with Scotland's turbulent past, including Mary, Queen of Scots, who lived here between 1561 and 1567.

Successive kings and queens have made the Palace of Holyroodhouse the premier royal residence in Scotland. Today, the Palace is the setting for State ceremonies and official entertaining. During the Queen's Holyrood week, which usually runs from the end of June to the beginning of July, Her Majesty carries out a wide range of official engagements in Scotland. King George V and Queen Mary held the first garden party in the grounds of Holyroodhouse and the tradition has been maintained to the present day. Each year, the Queen and the Duke of Edinburgh entertain around 8,000 guests from all walks of Scottish life during Holyrood week.

Kensington Palace

Kensington Palace in London is a working Royal residence in Kensington Gardens, in the Royal Borough of Kensington and Chelsea in London, England. Of great historical importance, Kensington Palace was the favourite residence of successive sovereigns until 1760. It was also the birthplace and childhood home of Queen Victoria. Today Kensington Palace accommodates the offices and private apartments of a number of members of the Royal Family including HRH Prince Harry and Meghan Markle. Although managed by Historic Royal Palaces, the Palace is furnished with items from the Royal Collection.

St James's Palace

St. James's Palace is the senior Palace of the Sovereign, with a long history as a Royal residence. As the home of several members of the Royal Family and their household offices, it is often in use for official functions and is not open to the public. St. James's Palace is one of London's oldest palaces and is situated in Pall Mall, just north of St James's Park. Although no sovereign has resided there for almost two centuries, it has remained the official residence of the Sovereign and the most senior royal palace in the UK. It gives its name to the Royal Court (the "Court of St James's").



BRITISH SPORTS

From football to boxing, the UK has given birth to many fantastic events as well as world-class sportspeople

The UK has given the world a whole host of major international sports including football, rugby, cricket, netball, darts, golf, tennis, table tennis, badminton, squash, bowls, modern rowing, hockey, boxing, snooker, billiards, and curling.

Football is by far the most popular sport in the UK and every weekend hundreds of thousands of people go to watch their team play, or play themselves.

Cricket is a sport that still confuses many of the British, let alone people from outside the UK. The basic idea is simple. One player 'bowls' a ball at some wooden 'stumps', whilst another player has to try and hit the ball with a bat without being caught by the bowler's team mates.

Tennis is a hugely popular sport in the UK and almost every town and village has its own tennis courts that you can play on.

Rugby is played between teams who attempt to run an oval-shaped ball over their opponents' 'try' line on a grass pitch. Although very physically demanding, it is one of the UK's most popular team sports.

There are golf courses all over the UK, and the sport is massively popular with the British people. You can give it a go whatever your age or sporting ability, as it isn't as physically

demanding as some sports.

Boxing is participated in throughout the UK right the way from amateur level, all the way up to professional. Though it may seem brutal, it is actually a very technically difficult sport, and if practiced with the right precautions shouldn't be dangerous. Britain has a rich history of successful Olympic and professional boxers.

With so much affection surrounding sports in the UK, heading to a stadium, arena or ground is a fantastic way of understanding the history of the sport and the culture.

Wembley Stadium, London

London's most iconic concert and events venue, with state of the art facilities, excellent transport links, bars and hotels. See world-class football including the FA cup, as well as the occasional NFL game here.

Stamford Bridge, London

Stamford Bridge is the most central of the London football stadiums and is home to Chelsea Football Club. One of the UK's biggest teams, fans come from across the globe to watch a football game at the stadium.

Wimbledon, London

Since the first Championships in 1877, Wimbledon Lawn Tennis Championships

Clockwise from top left: Chelsea Football Club, Lord's Cricket Ground, St Andrew's Golf Course, Wimbledon Tennis Courts, The Millenium Stadium Cardiff

has grown from its roots as a garden-party tournament to a Grand Slam tournament with a following of millions around the world. The only Slam contested on grass continues to honour many long-standing traditions, including a strict dress code for competitors, the eating of strawberries and cream, and royal patronage. In 2013, Andy Murray became the first British male singles champion since 1936.

Silverstone, Whittlebury

Silverstone is the current home of the British Grand Prix, which it first hosted in 1948. The 1950 British Grand Prix at Silverstone was the first race in the newly created World Championship of Drivers. The race rotated between Silverstone, Aintree and Brands Hatch from 1955 to 1986, but relocated permanently to Silverstone in 1987.

St Andrews, Scotland

St Andrews is renowned worldwide as "The home of golf" with 11 courses in the immediate area and more than 30 within a half-hour's drive. Having held many championships, heading to this Scottish course is a must for fans.

Twickenham Stadium, London

Twickenham Stadium, the home of England rugby. Seating an impressive 82,000 spectators, Twickenham is the largest dedicated rugby union venue in the world.

The O2 Arena, London

The O2 in the Greenwich peninsula, South East London is a state-of-the-art arena. It also includes a bowling alley, clubs, cinema, exhibition spaces, bars and restaurants. It is home to a number of sport and musical events including boxing world championships.

Millennium Stadium, Wales

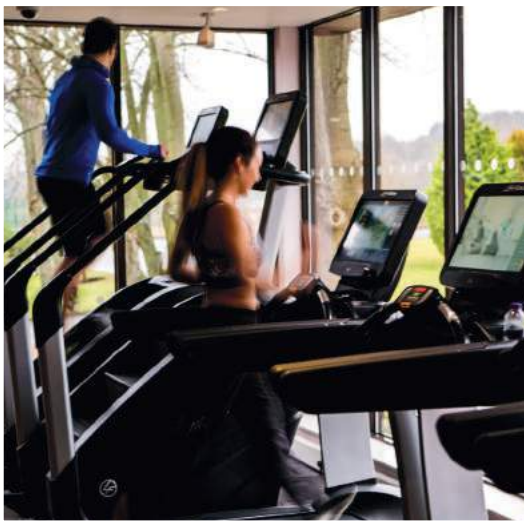
The Millennium Stadium (Stadiwm y Mileniwm in Welsh), is the national stadium of Wales, located in Cardiff. It is the home of the Wales national rugby union team and has also staged games of the Welsh national football team.

Lord's Cricket Ground, London

Lord's, also known as Lord's Cricket Ground, is the world-famous cricket venue in St John's Wood, London. Here you can watch a game or simply explore the grounds. Tours give you the opportunity to go behind the scenes and experience some of the famous sights not seen by everyone. You can even enjoy afternoon tea in the Lord's Long Room.



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New galleries and exhibitions opening at Royal Museums Greenwich

This year is an exciting year for Royal Museums Greenwich, with a number of new galleries and exhibitions opening throughout 2018.

The Exploration Wing will open in September which consists of four new galleries showcasing Pacific and Polar exploration and Britain's maritime past. At the National Maritime Museum visitors can enjoy the work of some of Britain's best loved photographers: Martin Parr, Tony-Ray Jones, David Hurn and Simon Roberts in the special exhibition, The Great British Seaside: photography from the 1960s to the present.

For more information, please contact our Travel Trade Sales team (trade@rmg.co.uk).



The Temperate House - Royal Botanic Gardens, Kew

On 5 May, Kew Gardens will re-open the Temperate House which has been closed to the public for five years. The world's largest Victorian glasshouse will host visitors from far and wide to experience the brand-new splendour of this iconic building. The entire framework has been painstakingly repaired, and its 15,000 panes of glass replaced, along with its

intricate ironwork and expansive paved flooring.

The Temperate House contains over 10,000 plants which include some of the world's most exotic, rare, and threatened plants. Visitors to the Temperate House will read the stories of some of the most incredible plants that Kew has rescued, and the journeys they have taken to reach the sanctuary of their new home.



Harry Potter and the Goblet of Fire - Warner Bros. Studio Tour London

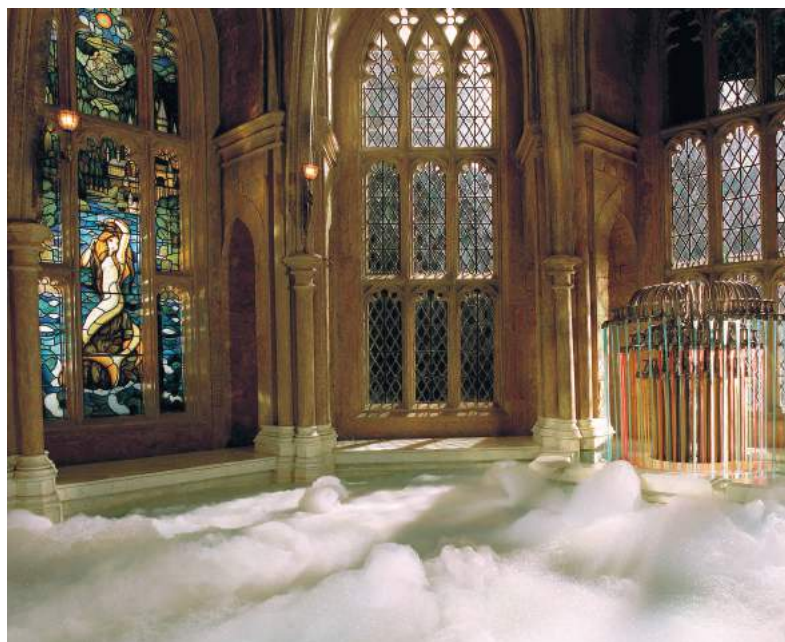
Until 23 September, visitors to the Warner Bros. Studio Tour London are invited to discover behind-the-scenes secrets of Harry Potter and the Goblet of Fire – a special feature that has been launched which is dedicated to the fourth instalment of the magical film series.

The Goblet of Fire has returned to the Great Hall and every visitor will see a special effects demonstration showing how the Triwizard Champions' parchments were expelled from the Goblet, even receiving a souvenir parchment to remember their visit.

Harry Potter fans will remember Harry's trip to the Prefects' Bathroom on the advice of Cedric Diggory, after completing the first challenge of the Triwizard Tournament. The iconic Prefects' Bathroom taps will be displayed in the Studio Tour complete with multicoloured water running from each of the 53 spouts, just as seen on-screen.

Visitors to the Studio Tour during the feature will also discover behind-the-scenes secrets of He-Who-Must-Not-Be-Named in a display demonstrating how Voldemort's costume was adapted throughout the films. In addition, many new props and costumes from the Triwizard Tournament will be on display including the boot Portkey that transported Harry, Hermione and the Weasley family to the 422nd Quidditch World Cup. Visitors will also see a

new addition to the Hogwarts castle model; a scale version of the Beauxbatons carriage complete with winged horses poised to land on the grounds of Hogwarts.




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Discover traditional British luxury at The Stafford London

The Stafford London is a traditional British luxury hotel, steeped in history and character. It is located in London's exclusive Mayfair and is just moments from Royal parks and palaces, the finest restaurants and Fortnum & Mason, Harrods, Selfridges and Bond Street.

The Stafford London offers guests the choice of 107 individually designed bedrooms and suites surrounding a private cobbled courtyard. The Main House, is a blend of Victorian grandeur and modern comfort, while the Carriage House offers a unique, countryside ambiance in the heart of London. The Mews Suites and Penthouse offer classic, contemporary elegance and the comfort and discretion of your own private residence at one of London's most prestigious addresses, while The Gatehouse serves as a chic and private oasis, with three floors of understated opulence, two generously sized bedrooms and a spacious, open-plan living and dining room.

The critically acclaimed The Game Bird restaurant offers a modern British menu executed with style and panache with cool and contemporary interiors and unrivalled service.



Stunning new look residences at The Athenaeum

Enjoy the freedom that comes with your own private London residence in the luxurious district of Mayfair. The Athenaeum's newly refurbished private residences found in beautiful Victorian red-brick townhouses are ideal for extended stays or when travelling with family and friends. They come fully equipped with kitchens, dining areas and spacious living areas complete with gorgeous new decor – just perfect for those who are looking for a home-from-home while visiting London.

Each residence is accessed via your own front door with discreet internal entry to the hotel, and you can still expect to enjoy luxury five-star services and facilities, including 24-hour in-room dining, unpacking and packing facilities, twice-daily maid service and more.

With Knightsbridge on the right and Piccadilly Circus on the left, The Athenaeum's location is ideal for enjoying London's famous attractions, shopping in designer stores and tasting fine cuisine.

Enjoy traditional field sports in the UK

Are you coming to the UK this summer? If you are, do make time to enjoy the many beautiful aspects of the British countryside and its traditional country pursuits.

Summer in Britain is temperate and the countryside blooms with an abundance of diverse wildlife, flowers and trees. You can fish for trout in English streams and salmon in Scottish rivers. Our experienced fly-fishing guides will have you fishing with skill and confidence in no time at all.

'Sim shooting' is great fun and popular with people fortunate enough to be staying in Britain for a long summer vacation. It is suitable for both novice and more experienced shooters. Conducted in the rolling English landscape quite close to London, a "sim day" follows the same format as a driven game bird shooting day except clay pigeon discs are shot instead of birds such as grouse, pheasants and partridges.

British Country Sports provides all equipment, licenses, coaching and transportation for both of these quintessential British field sports. To learn more about fly-fishing and sim shooting in Britain, please visit our website at www.britishcountrysports.co.uk

To make bookings or to speak to one of our helpful staff members, please call +44 (0)20 3642 2251, or email enquiries@britishcountrysports.co.uk



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The latest hotel in the collection is the Montcalm Royal London House. Located near Liverpool Street station, where the City's financial hub meets its most creative quarter, this new five-star hotel has spacious, high-spec rooms, a serene spa, and a sensational rooftop restaurant with a south-facing terrace.

Meanwhile in the West End, with Hyde Park on the doorstep, the original Montcalm London Marble Arch is classically elegant, with stylish interiors, a serene spa, and an innovative new restaurant bringing classic Indian street food to England's capital.

Just around the corner from The Barbican, one of Europe's foremost arts venues, the Montcalm at the Brewery is an award-winning transformation from historic brewery to handsome five-star hotel, with an atmospheric restaurant and renowned gastropub. And in nearby Tech City, the UK's digital hub, M by Montcalm is energizing, beautifully designed and brimming with clever tech.



Suite Life... Re-imagined at The Doyle Collection

Whether it's to wow or to woo, those looking to impress will find the ultimate upscale surroundings in The Doyle Collection's array of luxury suites.

Few, if any, London hotel suites can compare with The Marylebone's Terrace Suites for style or space. As their name implies, these havens of contemporary style boast a large outdoor space looking out over the London skyline complete with sofas, Eames-inspired chairs, dining table, an in-built gas fireplace and TV, all decorated in a chic Scandinavian style with retractable roof and blinds. Inside, the rich hardwood floors and arabascato marble bathrooms feature Starck, B&B Italia and Porta Romana furnishings and lighting, while contemporary artwork lends a bold, sleek feel, setting the seal on the supremely well-appointed space.



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iSTAY by Parkhill is a new UK-based, serviced-apartment booking agency. Having been serviced-apartment providers in Aberdeen and Manchester we decided to expand our business and firmly establish ourselves in the serviced-apartment industry.

We represent hundreds of serviced apartments in all the major cities throughout the UK including London, Manchester and Birmingham. Whether you are travelling for business or leisure, we have accommodation options to meet your needs and budget. With experts on hand to recommend the best available option, iStay offer a personal and professional service. Please look on our website www.iStaybyparkhill.com to view our large portfolio of properties we have to offer.

Horseracing - Sport of Kings

Horseracing - Sport of Kings offers a series of luxury travel itineraries designed to showcase the best of English horseracing. The 2018 season includes five iconic racecourses: Ascot, Chester, Newmarket, Windsor and York and is created specially for visitors from the GCC countries.

Itineraries will include one or more race meetings, plus luxury accommodation options and other quintessentially English things to do. It is the very first time that these itineraries have been developed.



England boasts a significant racing heritage and a number of very special racecourses. The flat racing season runs from May through to October and there are a number of high-profile race meetings, including:

- The Royal Ascot meeting and The King George weekend at Ascot
- The Boodles May Festival and Autumn Festival at Chester
- The QIPCO Guineas Festival and The Moët & Chandon July Festival at Newmarket
- The Dante Festival and the Ebor Festival at York
- Regular Monday night racing at Windsor

Visitors will be able to combine these with other equine activities, such as VIP tours of stud farms and training stables, as well as other quintessentially English pursuits, such as shooting or archery, a track day, or a visit to Manchester United Football Club. The itineraries are designed to be as flexible as possible, providing inspiration for things to do but allowing each guest to create their own bespoke, tailor-made itinerary.





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Gary Creighton

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Emma Hallington

traveltrade@visitscotland.com
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Horseracing – Sport of Kings **POD 6**

A series of luxury travel itineraries for summer 2018, focused on five iconic English racecourses: Ascot, Chester, Newmarket, Windsor and York. Each destination is creating itineraries that will include one or more race meetings, plus luxury accommodation and inspiration for other quintessentially English things to do.

Michelle Brown

michelle.brown@makeityork.com

VisitBritain Shop

POD 7

Featuring over 300 key destinations throughout the UK, the VisitBritain Shop is the official e-commerce platform of the British Tourist Board and is the first stop for travel, attractions and tours throughout Great Britain. Partner with us and enjoy instant priority entry, discounted tickets and special deals for you and your clients.

Lara Callegari

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VisitBritain

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The national tourism agency, a non-departmental public body, funded by the Department for Digital, Culture, Media and Sport, is responsible for promoting Britain worldwide and developing its visitor economy. Our mission is to grow the value of inbound tourism to Britain, working with a wide range of partners in both the UK and overseas.

Rae Taylor

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Experience England

POD 9

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Olivia O'Toole

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POD 13

Based in Westfield London shopping mall, KidZania London is an amazing indoor city built just for kids, offering 4-14 year olds exciting real life activities! Designed to empower and entertain kids, KidZania gives children the chance to challenge themselves and explore a world of opportunities.

Natalie Browne

natalie.browne@kidzania.co.uk
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Royal Botanic Gardens, Kew

POD 20

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Daryl Bennett

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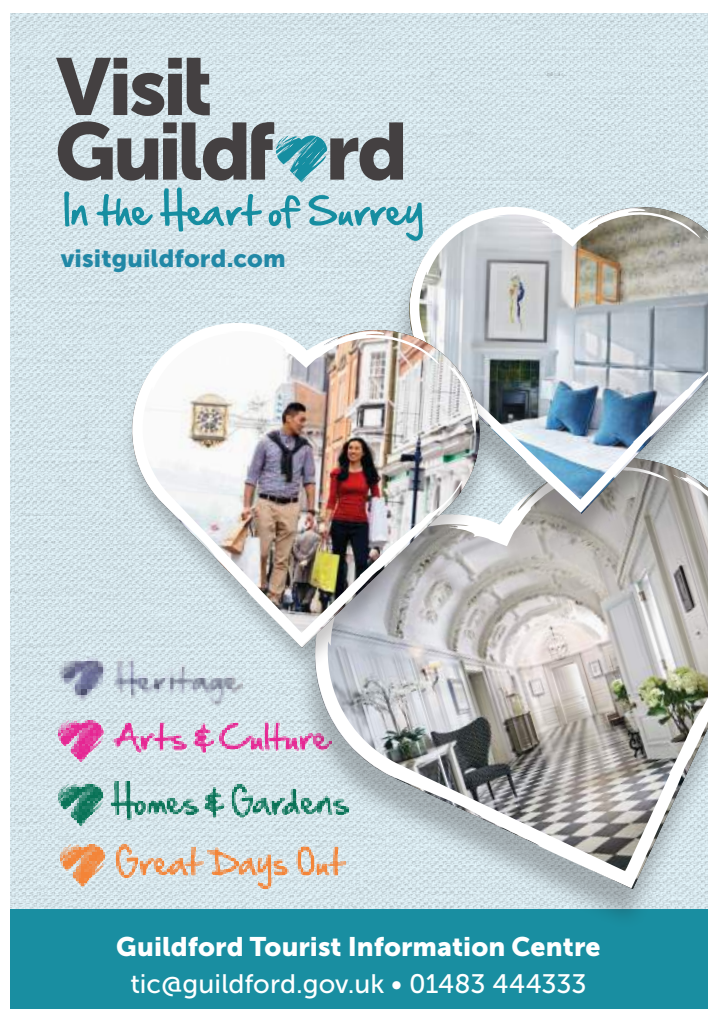
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David Timms

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Warner Bros. Studio Tour London – The Making of Harry Potter **POD 23**

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Cathy Cook

www.wbstudiotour.co.uk

Accommodation

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The Park Plaza collection includes eight centrally located hotels in London. Guests will benefit from modern spacious accommodation, offering luxury rooms, studios, one and two-bedroom suites, many with balconies, offering magnificent city views. The hotels also have complimentary Wi-Fi access; fitness centres and award-winning restaurants and bars.

Anna Hanson

ahanson@pphe.com

www.parkplaza.com

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Susan Minto

susan.minto@macdonald-hotels.co.uk

www.macdonaldhotels.co.uk

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Julie Inglis

julie@istaybyparkhill.com

www.istaybyparkhill.com

The Arch London **POD 10**

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Diana Kaler

headofsales@thearchlondon.com

www.thearchlondon.com

The Stafford London **POD 11**

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Steven McGovern

steven.mcGovern@thestaffordlondon.com

www.thestaffordlondon.com

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Karole Coghe

karole_coghe@doylecollection.com

www.doylecollection.com

glh Hotels **POD 15**

glh is London's largest hotel owner/operator, with over 5,000 hotel rooms and 120 meeting rooms. glh comprises the Amba Hotels, every hotels, Guoman Hotels, Thistle Hotels and Thistle Express brands. 2019 will see the introduction of London's first Hard Rock Hotel in Marble Arch.

Chris Ball

chris.ball@glhhotels.com

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Lancaster Landmark

Hotel Group **POD 17**

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Magdy Rustum & Amer Alkawadri

magdy.rustum@thelandmark.co.uk

www.landmarklondon.co.uk

The Montcalm Luxury

Hotels – London **POD 19**

We believe in a future where the best of the past is preserved and perfected. Our brand ethos is to preserve the increasingly lost art of hospitality, the fundamentals of which should never change, and to perfect it with continual innovation in the guest experience.

Ajay Adhav

ajay@themontcalm.com

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Athenaeum Hotel

& Residences **POD 24**

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Stephen Fox

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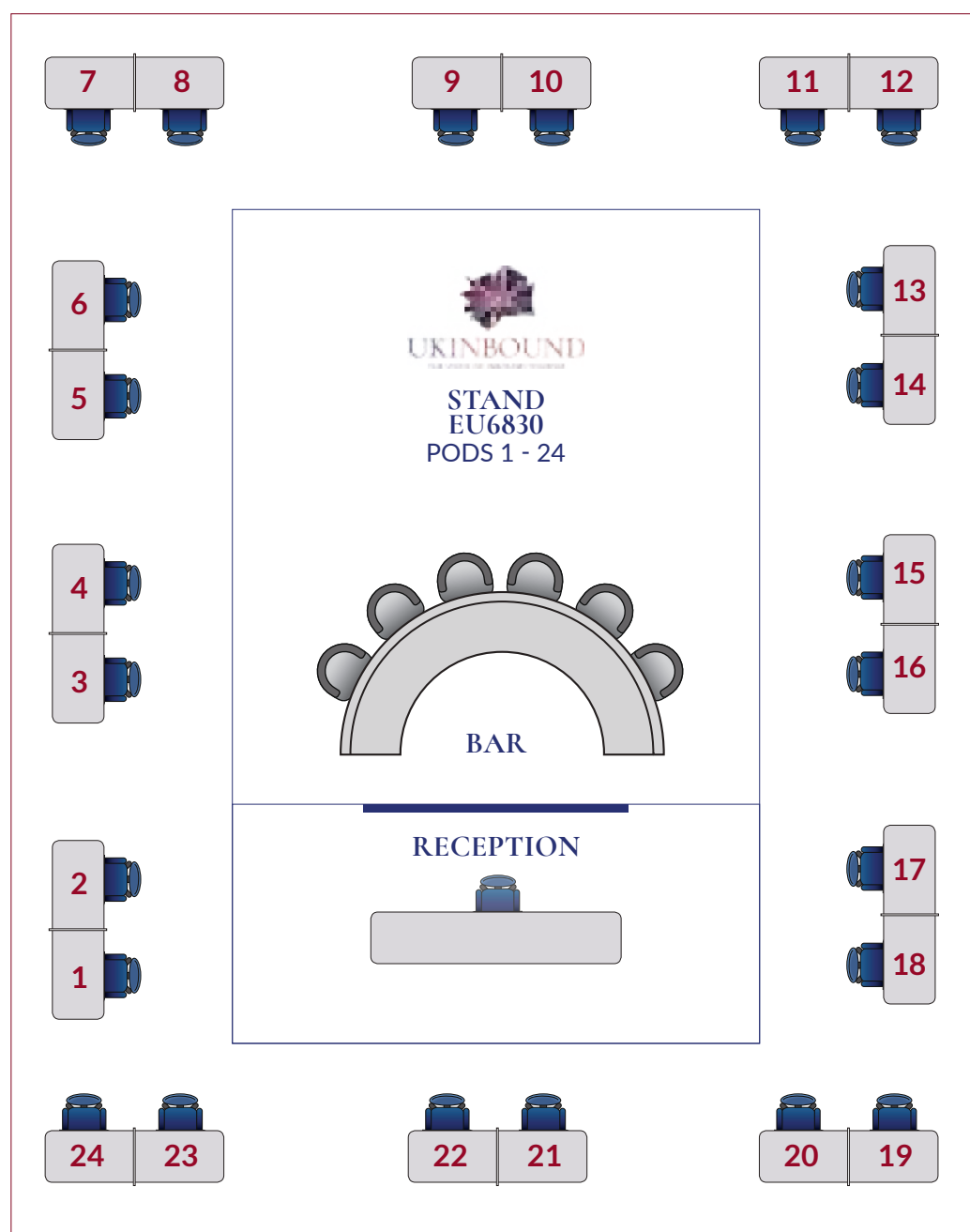


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