

# BUSINESS TOURISM IN NORTH LONDON

**Location:** London, United Kingdom

**Client:** London Development Agency

**Services:** Market Research



## Business tourism audit and assessment for North London

### Project Objectives:

- Evaluate exactly what business tourism product, in terms of venues for meetings and conferences, currently exists across the North London boroughs, and how it is used. This information can then be used to establish whether this is an area worth further development by tourism businesses.
- Creation of an up-to-date database of existing business tourism product across all four north London boroughs.
- Better understanding of the key drivers and barriers for business tourism in the area.

### Our Recommendations:

- Audit of business tourism venues in North London through Internet research, tourist board lists, business directories and other information sources. Called all venues to develop a database of information including contact details, capacity and pricing.
- Provided the client with an assessment of where existing businesses in North London go for their meetings and conferences, and reasons why they meet inside and/or outside of the area.