



Hospitality & Tourism Programme

ITINERARY

Rates from £825.00 per person, based on 15 paying students in twin rooms with the following inclusions. All groups also benefit from 24-hour emergency assistance, free mobile phone for group leaders, and maps for all participants.

Day 1

Day 1

AM Arrive in London and transfer to hotel by private motor coach

PM Orientation session with AES staff and Metropolitan Police Officer - Guided coach tour of London

Upon arrival in London you will be met by your private coach, which will take you to your hotel. As check-in is not normally until 3pm arrangements will be made with the hotel for you to leave your luggage in a secure area. A pack containing maps, plus any pre-purchased travel cards, will be left for the group leader upon arrival.

The arrival orientation session by AES Staff will be held at the AES Study Centre. This session will cover health and safety, how to use public transport, as well as offering you helpful hints for your stay. It will give you a chance to ask any questions you may have regarding the itinerary.

Following your orientation session you will have a guided coach tour of London with a private guide. You will be dropped back at your hotel to check in and get an early night, so you can be up bright and early for your first site visit in the morning!

Reminder: Don't forget your camera, as there will be plenty of opportunities for you to get out the coach and view all that London has to offer!

Day 2

AM Meeting with conference and reservations team at a London Hotel

PM Meeting with industry experts to talk about trends within the UK Hospitality and Tourism sector

Meeting with Digital Marketing Agency, focusing on the Hospitality sector

Your first full day in London will be a busy one, with a number of visits to hospitality-related companies. The morning will begin after breakfast when you will make your way to one of London's major hotels. You will have a tour of the property followed by a meeting with the Management team to look at how the hotel is run, with a particular focus on the importance of customer service.

You will then meet with industry experts to look at trends within the restaurant and hospitality sector, including pop up restaurants, the use of social media, and sustainability.

After lunch you will continue to your final meeting will be with a Digital Marketing Agency. Here the focus will be on how digital media and marketing has evolved, becoming crucial within the hospitality and travel sector in recent years. You will look at different websites, and gain an understanding of the strategies used by a range of different sized businesses.

Day 3

AM Opening Ceremony and meeting with Sales and Marketing Team at the Tower of London.

PM Meeting with London restaurant group to connect with staff

It will be an early start this morning, as you will be meeting at The Tower of London at around 8.30 am for the opening ceremony. This is a special ceremony, which is only available to view from within the Tower to groups, and involves a military escort and march to open the Tower for the day.

After this short ceremony you will meet with a member of the Sales and Marketing Team, who will talk to you about their role, the importance of the Tower of London as a tourist attraction, and how the Tower is marketed. Your talk will also cover the spectacular installation of the 888,246 poppies in 2014. Again, don't forget your camera!

After time for an independent lunch, you will make your way to a London restaurant where you will meet with a range of team members including Front of House, kitchen staff and management. This will offer you an unrivalled opportunity to develop a greater understanding of the restaurant industry in the UK.

Day 4

AM Walking tour of Foodie London

PM Meeting with the Sales and Marketing team of one of London's restaurant groups

Evening Group meal followed by theatre production

London is one of the world's most diverse cities, and this is reflected in the range of different options when it comes to shopping, eating and cooking. Your walking tour will focus on one area of London, looking not only at the history, but also the availability of goods and how the area is seen today. Options include Chinatown, Brick Lane and Whitechapel (Asian), Spitalfields, the City (markets) and Edgware Road (Middle Eastern).

In the afternoon you will be meeting a team at another London restaurant to enable you to compare and contrast with what you have learnt on your previous visit. You will have the opportunity to meet members of staff, learn about their role and then have a meal at the restaurant. In the evening you will be taking in the stars of the London stage at one of the many West End theatres.

Day 5

AM Meeting with management team at one of London's food markets

PM Meeting with Senior Management of a British Tourism organisation

Markets form an important part of London life. From the meat market of Smithfields to the local farmers markets that are popping up all over the city wherever you are you are not far from a wealth of fresh produce. Today you will have the opportunity to undertake a tour with the management team of one of London's most popular markets, and to learn about how it has developed over the years. You will hear about different vendors, distribution, and the ways in which markets are becoming more involved in aspects such as social media.

After your talk you will have free time to wander around the local area before making your way to Monticello House, the AES Study Centre, for your afternoon meeting with a British Tourism organisation. Tourism forms a major part of the British economy, and the role of professional organisations in marketing of the hospitality and tourism sector is important. During your session you will learn about how an association is run, changes and developments in the sector, as well as how the organisation works with the Government to promote tourism.

Day 6

AM Meeting with the Sales and Marketing team of a London Hostel group

PM Talk with the Youth Hostelling Association of England and Wales

With travellers becoming increasingly budget conscious, hostels and budget hotels are flourishing. Your final day in London will focus on the budget traveller, with a tour and meeting at a London Hostel group followed by a talk with the Youth Hostelling Association of England and Wales, a world renowned charity which was established in 1930 to promote greater knowledge, love and care of the countryside, and appreciation of the cultural values of towns and cities.

Day 7

AM This morning you will be taken to the airport by private coach for your flight home.

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