

Update:



Great Britain

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No wonder Britain is called Great. It is! She's not selling sun, sea, and surf; what this land has to offer appeals to a much wider range of people than just fun-in-the-sun seekers. This versatility of appeal accounts for Britain's success as an incentive destination. Mention London, for instance, and a variety of positive images immediately comes to mind — historic sights, pageantry, theater, and a whole host of the incentive stuff on which successful promotions are built and campaign results are achieved. And the fact that English — with a delightful accented difference — is the language of the land is another decided plus of the British incentive.

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Moreover, Britain is thoroughly geared to the incentive market thanks to a complete and sophisticated array of facilities and services, and a highly organized support network. London Convention Bureau, for example, is closely concerned with promoting incentive travel into London. It has been an exhibitor at the Chicago IT&ME show since its inception, and all the London exhibitors there are bureau members. LCB has unparalleled knowledge of the London scene and has been helpful to many U.S. incentive houses, travel agents, and their clients. All services are free, and although the bureau is London-based, the bureau's Director, Geoffrey Smith, and its North