

London's famous Kensington District overlooking Hyde Park is a deluxe* property with banquet and conference facilities for 600+. Other Rank properties in London (all superior rated) are the Gloucester, also in Kensington (550 rooms); the 400-room Royal Lancaster on the north end of Kensington Gardens/Hyde Park in Lancaster Terrace; and the 112-room Athenaeum in Piccadilly. Rank's 600-room White House in Regent's Park in London's West End section is a first-class property.

Other Kensington-area properties are the Trust Houses Forte deluxe Hyde Park, with 153 rooms, a glittering example of hotel splendor; the first-class 850-room London Tara, which was built in 1973 with meetings and groups in mind (the Tara features a self-contained conference

boundary of Hyde Park on Park Lane are three deluxe hotels: the elegant 278-room Dorchester, an independent hotel; the 500-room London Hilton; and Trust Houses Forte's deluxe 450-room Grosvenor House. Trust Houses Forte is a major British hotel chain with a total of 30 properties (some of them restaurants) in London, including the 310-room Waldorf (a first-class hotel in the convenient Strand section) and the 900-room Cumberland Hotel, a first-class hostelry in famous Marble Arch. THF maintains a North American sales office (1290 Avenue of the Americas, New York, N.Y. 10019, phone [800] 223-5672) manned by long-time Vice President of Sales Howard Fine.

Another famous hotel chain with 13 properties in the United Kingdom is Holiday Inns. London Inns include the 206-

room Tower of London where royal personages languished in centuries gone by, is the 825-room superior-rated Tower Hotel. For a smaller incentive group, it might be fun to lodge winners at the Sherlock Holmes, a 149-room hotel on . . . where else . . . Baker St.

Some suggested itineraries for a week-long incentive trip that combines London and one other nearby destination in Britain — either Stratford-on-Avon or Edinburgh — are outlined below.

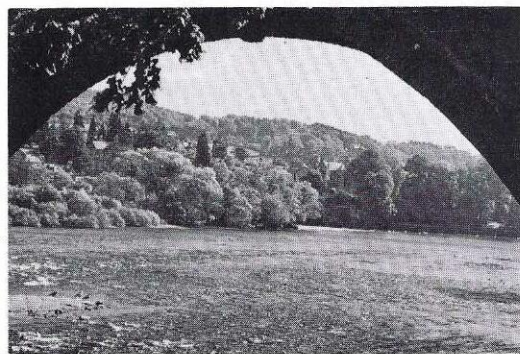
Day One

In the afternoon, members of a group staying at one of the Kensington/Hyde Park hotels may want to enjoy a leisurely stroll through adjacent Kensington Park, where English lads can be seen sailing model boats in the pond, flying their kites, or playing soccer. It's a delightful way to collect your thoughts before attending a full-fledged authentic medieval banquet.

The group can spend the evening at Shakespeare's Tavern and Playhouse, where a medieval-type banquet is held. Entertainment is provided by characters from the life and times of William Shakespeare. The British are very proud of their history, and there are a lot of banquets of this sort held in various venues.

Shakespeare's Tavern and Playhouse is a converted wine cellar that has been operating for just over a year. The facility is located in London on Blackfriars Lane, is open seven nights a week, and can accommodate up to 500 persons. The price per person for dinner and an entire evening's entertainment is £12.25 (about \$24), although group rates are negotiable. The set fee includes service, VAT, unlimited wine, beer, cider, a five-course meal, and entertainment. The guests are encouraged to participate in the song and dance, and the ambience is one of fun. The set menu is: Puck's Pâté (a wild-duck pâté); Witches' Brew (potato and leek soup); As You Like It (deep fried bits of fish fillets); Lord Chamberlain's Choice (roast chicken with vegetables); and Mary Arden's Apple Pie. When bibs replace napkins, all formality goes out the window. Guests join the jesters, minstrels, ballad singers, and actors (who double as waiters and characters from medieval England) in song and dance.

Some groups may prefer to travel one hour by coach to Hertfordshire, 21 miles north of London, for a more authentic but similar experience at Hatfield House, home of the Marquess of Salisbury. This Jacobean house surrounded by its own park was built in the early 17th century by Robert Cecil, first earl of Salisbury and



The River Tay at Perth. This Scottish town holds an arts festival every May (left). No visit to Great Britain is complete without a pub crawl; below, a darts game at the Hare and Hounds Pub in Cookham, Berkshire.



wing alongside the hotel proper for up to 600 persons; the seven-year-old London Penta, a first-class property with 700+ rooms in the neighborhood of the Gloucester; and the London International, a first-class (400+ rooms) hotel that was built in 1970. At the southeast end of beautiful Hyde Park is the deluxe Intercontinental (450+ rooms) of the well-known chain, which opened in 1975. Intercontinental's 270-room Portman, a superior-rated facility, is to the northeast of the park in London's West End. Gracing the eastern

room Chelsea, the 243-room Marble Arch, and the 297-room Holiday Inn Swiss Cottage on King Henry Rd. In the Heathrow Airport area, the 281-room Holiday Inn is roughly two miles from the terminal, and the 238-room Holiday Inn in Slough is about four miles from Heathrow.

Going east, neighboring the famous

*There is no official categorization of classes of hotels in Britain. Unofficially, hotels are often ranked as deluxe, superior first class (called superior here), and first class.