



ULTERIOR  
EVENTS

*Let's Talk...*

LONDON

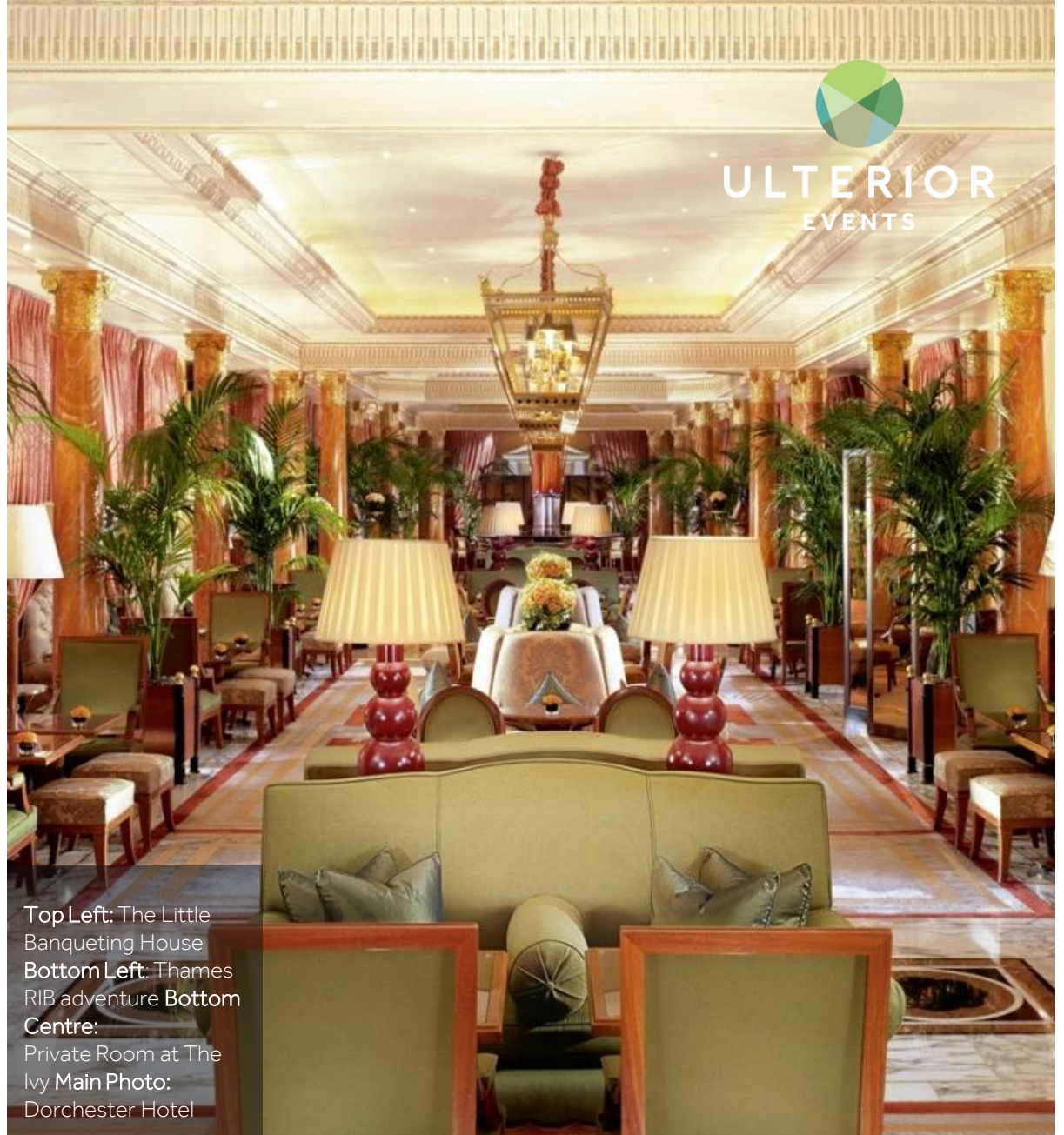




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**Top Left:** Coworth Park  
**Bottom Left:** Cbriefing from The Chief Yeoman at The Tower of London  
**Bottom Centre:** Little Banqueting House at Hampton Court  
**Main Photo:** The White Tower





Top Left: The Little  
 Banqueting House  
 Bottom Left: Thames  
 RIB adventure Bottom  
 Centre:  
 Private Room at The  
 Ivy Main Photo:  
 Dorchester Hotel



# FULL STORY

## A STUNNING COUNTRY HOUSE

Touching down at London Heathrow is always exciting. We land at dawn after a night flight from the United States, just as the city is waking up. A sunny member of the Ulterior team is there to greet you, and speed you off via private executive cars to the great British countryside. And there is no better way to start an incentive than at the beautiful [Coworth Park Hotel](#) – a stately and calming oasis, flanked in summer by a beautiful wildflower meadow. Lunch is served on arrival in The Barn, then we retreat to elegant rooms where there's time to relax, stroll the grounds or take a cheeky mid-afternoon nap. Come early evening we convene for a champagne reception in the Rose Garden, ahead of a private dinner, with views over the croquet lawn.

## PIMM'S ON THE LAWN

After enjoying a breakfast spread that's fit for a king, we rather aptly head to Hampton Court Palace. Aboard the luxury minibus, Gary and Stan, our trusty blue badge guides set the scene ahead of a private tour. Steeped in history, we're guided with expert commentary through the Great Hall, Haunted Gallery, State Apartments and Tudor kitchen. The tour ends in the magnificent and colourful gardens, where we pause on the lawn of the picturesque Little Banqueting House to enjoy a glass of Pimms before sitting down for a lavish meal in historic and spectacular surroundings. After lunch we transfer to central London for three nights at [The Dorchester](#). First stop? The iconic "The Ivy" for a private dining experience complete with champagne reception and a truly British menu, including their famous Ivy shepherd's pie.

## LONDON VIEWS

We start the day with an unforgettable ride on The London Eye (accompanied with a chilled glass of fizz, no less). Then we take to the water by private speedboats for an adrenaline-fueled ride on the River Thames. After a few twists and turns with the wind rushing through their hair, we alight at Limehouse Pier for lunch at Gordon Ramsey's The Narrow. Fish and chips and a panoramic view of the River Thames? Yes please. Then we have a surprise in store – travel back to The Dorchester by vintage red route master bus, taken exclusively, passing iconic landmarks on the way. We follow an action-packed morning with some time to rest before exclusive wine tasting and dinner at London's oldest wine merchant, and supplier to the Royal family, Berry Bros & Rudd. While dining in the 18th century Napoleon wine cellar located beneath, we sample exquisite wines and exceptional cuisine, reminiscing about the adventure so far.

## DINNER IN THE TOWER

After a busy couple of days, there's time to explore London at leisure but for those who want to see behind the scenes, an exclusive 'back of house' tour at The Dorchester is arranged seeing what goes on today and hearing tales of days gone by.

For a farewell dinner like no other, and to finish the trip with a bang, we dress in finery and transfer to the Tower of London for a once in a lifetime and truly unforgettable experience.

Met by a Yeomen Warder at the gate, we're invited in and entertained with stories that tell that fascinating history within the walls. The grand finale? A private viewing of the dazzling and most precious, Crown Jewels – a truly dazzling sight. Then, entering the White Tower we pass the historic Royal Armouries before ascending the stairs where a lute player dressed in traditional costume welcome us for a glass of bubbly and delicate canapes. And then we feast – a magnificent banquet style dinner that's fitting for majesty themselves. As the icing on the cake, we experience the world's oldest military ceremony with our own eyes – The Ceremony of the Keys – where the tower is officially locked at night. After an incredible evening, in true English style, a private fleet of black cabs are waiting to take us back to the hotel, where we flop into cloud-like beds and reflect on having seen the very best of London.

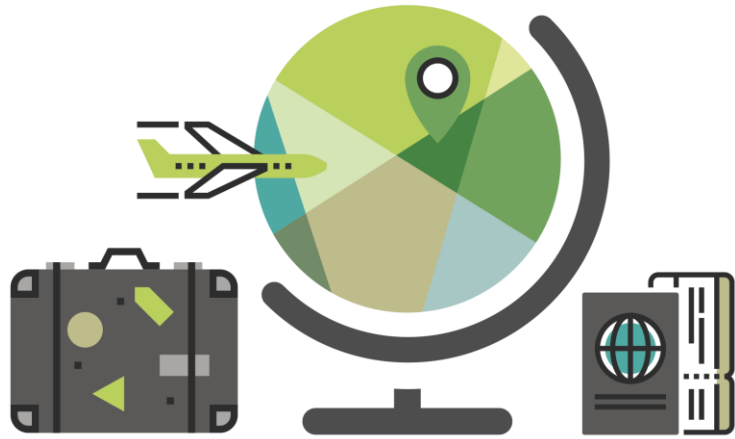
This is an example of an itinerary for 24 people (12 rooms). All our itineraries are completely bespoke and subject to suitability and availability.



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# DAY BY DAY

<i>Date</i>	<i>Morning</i>	<i>Noon</i>	<i>Night</i>
Day 1	Morning arrivals into London with private executive transfers to Coworth Park Hotel.	Casual lunch on the mezzanine of The Barn Restaurant.  Private check in and time to relax and freshen up.	Champagne reception on the hotel terrace.  Private dinner in the Michelin star, Coworth Park Restaurant.  Night cap in the hotel bar.  Overnight at Coworth Park hotel.
Day 2	Breakfast at leisure in the hotel.  Check out. <i>(Luggage transfer to the Dorchester Hotel)</i>  Private transfer to Hampton Court Palace.  Private tour of Hampton Court Palace.	Pimms on the lawn of the Little Banqueting House.  Lunch in the Little Banqueting House.  Private transfer to The Dorchester Hotel for private check in.  Time at leisure.	Private transfer to dinner at The Ivy.  Champagne drinks reception and dinner in the private dining room at The Ivy.  Return transfer to The Dorchester.  Overnight at The Dorchester hotel.
Day 3	Breakfast at leisure in the hotel.  Private transfer to the London Eye.  Champagne reception on the London Eye in privatised capsules.  Rib boats on the River Thames to Lime House pier.	Private lunch at Gordon Ramsey's The Narrow.  Red Routemaster bus return transfer to The Dorchester passing iconic landmarks.  Afternoon at leisure.	Private transfer to Berry Brothers & Rudd.  Private wine tasting in the cellar and dinner in the Napoleon Cellars.  Return transfer to The Dorchester.  Overnight at The Dorchester hotel.
Day 4	Breakfast at leisure in the hotel.  Private 'back of house' tour at The Dorchester.	Lunch at leisure.  Afternoon at leisure for shopping and exploring London.	Private transfer to The Tower of London.  Private tour of The Tower of London and Crown Jewels.  Farewell Champagne reception and dinner in the White Tower, finishing with the ceremony of the keys.  Private black cab transfer to The Dorchester Hotel.



**GET IN TOUCH. LET'S TALK ABOUT YOUR  
NEXT INCENTIVE. THROW AROUND SOME  
IDEAS. OR JUST PICK OUR BRAIN.**

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**CASE STUDIES**

