



ICONIC  
EXPERIENCES

BY ICONIC LUXURY HOTELS



# ICONIC EXPERIENCES

*A solution to corporate group travel rewards*

*no longer possible due to current restrictions.*

## THE CONCEPT

### *A shared experience delivered individually*

Iconic Experiences is an inspiring and flexible solution for reward, recognition and incentive programmes. This is a unique way to reinforce group identity and satisfy the human need for live interaction by giving corporate teams and customers a safe and appealing way to enjoy a group travel experience individually. Each Iconic Experience will include a one or two night stay at one of five of the UK's most luxurious hotels, paired with a unique and dynamic 'experience' exclusive to each property:

- One-stop shop offering 5 high-level hotels with individual character and desirable locations complemented by aspirational and inspirational experiences
- Scalable to suit all group sizes
- Can be tailored to a specific budget
- Domestic destinations: flexible, sustainable and safe
- Set time period and tracking
- Tailored to suit objectives, brand and ethos

## THE BENEFITS

### *Connect with and recognise the people key to your business*

In times of economic turbulence and uncertainty an organisation that develops a culture, which includes a recognition and rewards programme, will be better positioned to survive, and even thrive, as the people most important to your business remain motivated and engaged. They will have often made sacrifices at home to reach their business goals; Iconic Experiences offers you a way to recognise, reward and motivate:

- Retain top performers
- Reward high achievement
- Drive desired behaviours to meet or exceed financial and non-financial objectives
- Enhance corporate culture where people's performance and contributions are appreciated
- Improve ROI



*A shared experience delivered individually*

# THE HOTELS

*Privately-owned collection of the UK's most celebrated,  
prestigious and aspirational properties*



## CLIVEDEN HOUSE

is one of the world's finest country house hotels, a grand stately home set in the heart of the Berkshire countryside, surrounded by 376 acres of magnificent formal gardens and parkland with panoramic views over the River Thames. Dramatically decorated in lavish period style combining thoroughly modern convenience with the elegance and unparalleled luxury that are the hotel's trademarks.



## THE LYGON ARMS

is a Cotswolds' institution; this stunning 600-year-old coaching inn of honeyed stone is located in picturesque Broadway village. The inn has been a destination for centuries, attracting guests from King Charles I to Elizabeth Taylor. The hotel delivers luxurious comfort and chic style while retaining the inn's distinctive heritage, alongside relaxed dining in The Lygon Bar & Grill, luxurious spa and three acres of gardens.

## CHEWTON GLEN

is an English original; this Relais & Châteaux luxury country house hotel is located within 130 acres of immaculately maintained woodland and parkland on the edge of the New Forest and a few minutes' walk from the coast. Stand-out facilities include a fabulous newly redesigned spa and The Kitchen, an exciting meet, eat and cook venue overseen by TV Chef James Martin.



## 11 CADOGAN GARDENS

is an exceptional townhouse situated just off Sloane Square in the heart of Chelsea and is the only Relais & Châteaux hotel in London. Individual and subtly discreet, 11 Cadogan Gardens provides the ultimate city escape with plush, luxurious suites, theatrical Chelsea Bar and Hans' Bar & Grill which opens on to Pavilion Road, considered the very latest in-vogue destination for foodies.



## THE MAYFAIR TOWNHOUSE

is a new high-end lifestyle hotel overlooking London's Green Park. Curious, engaging and witty, The Mayfair Townhouse delivers the unexpected and redefines what it means to be a London hotel: think Oscar Wilde meets Alice in Wonderland. With its stylishly contemporary rooms and theatrical Dandy Bar it brings a fresh energy into one of London's most distinguished neighbourhoods.



# THE EXPERIENCES

*Creating a talking point for years to come*

**People today are motivated by authentic experiences with a real sense of adventure. Not just an aspirational trip but an unforgettable memory with opportunities to capture the best moments to share on their phones.**

Whilst your team is a unified force everyone is still an individual and is looking for something different. With that individuality in mind Iconic Experiences offers a variety of options so participants can customise their experience, and by including their spouse or partner, you will be reinforcing how much they mean to your company.

The experiences can be aligned to your corporate brand, ethos and objectives from physical and mental wellness, to 'Best of British'. If your company has strong corporate social responsibility goals, immersive and fulfilling volunteer opportunities can be arranged at each hotel. Career-enhancing pursuits can also be adapted to build knowledge of core business values, products and clients relevant to your business.

- Exclusive 'insider' experiences
- Aligned to company objectives
- Trigger great memories
- 'Locally sourced' with deep immersion in the destination
- Renew, restore, refresh
- 'Instagrammable' moments

#### **Aspirational options include:**

- Bespoke Wellness Experience
- London Photography Experience with Pulitzer-Prize Winning Photo Journalist
- Learn to Play Polo Experience
- Private London Graffiti Masterclass
- Canoeing Experience on the Beaulieu River
- Private Cookery Lesson and Lunch with Award-Winning Chef



# THE PROGRAMME LAUNCH

*Creating a talking point for years to come*

Your Iconic Experiences programme should not begin at 'bon voyage'. We recommend producing a virtual launch event as a great way to build group engagement and a sense of corporate community offering an overview of the programme, destination teasers, and sneak peeks into the experiences on offer. We also suggest adding delegate registration and a bespoke communications programme, to keep engagement high. It is also a prime time to involve the senior leadership team as virtual hosts to engage the entire audience and make them feel part of the Iconic Experiences programme.

After the launch you can keep the group engagement going throughout by creating opportunities for the community to post photos and videos to an intranet gallery and/or social media. Online chat and discussion within the group can be facilitated on the programme website or app to ramp up interest and motivation.

- Build a corporate community
- Networking which can include spouses and partners helping to break down barriers
- Celebrate the behind-the-scenes players supporting their efforts at home
- Virtual leader board or progress-to-goal tracking can be incorporated
- Reinforce a culture where people's performance and contributions are appreciated
- Opportunities for top performers to build relationships with each other and key management





# THE POST-EVENT

*Keep the motivation going*

The engagement can continue even after participants return home. A virtual wrap-up event offers the opportunity to highlight key moments and gives everyone a chance to come together again as a group to share their experiences.

## LET'S TALK...

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