

Summer Incentive 2017



Cambridge

Few cities combine historic beauty and charm with modernity quite like Cambridge does. A city with some the world's finest gothic architecture, ancient colleges, 8 centuries of royal connections and buildings dating back almost a thousand years, also boasts stunning contemporary hotels, state-of-the-art-meeting spaces, Michelin-star dining, and a huge variety of cultural and leisure attractions.

With us, you will experience the true Cambridge. See the best of everything the city has to offer. Not just the usual attractions, but also the many hidden secrets most travellers don't get to see.



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DAY 1

- A.M. Transfer From London.
- 12:00 Arrive at the DoubleTree by Hilton Cambridge City Centre, drop off bags.
- 12:30 - 14:00 Lunch at Fitzbillies.
- 14:00 Check in at DoubleTree by Hilton Cambridge City Centre.
- 14:00 - 17:00 Chance to unpack, rest and freshen up.
- 17:00 - 18:30 Optional walking tour of Cambridge city centre
- 18:30 - 19:30 Drink in the Air Force Bar at The Eagle.
- 19:30 - 21:30 Dinner at the Cambridge Chop House. Evening at leisure.

DoubleTree by Hilton Cambridge.

The DoubleTree by Hilton Cambridge City Centre is ideally located in the heart of Cambridge's historic city centre. With stunning views over the River Cam, you'll see traditional punts gliding past whilst drinking in the views of the city's world famous ancient colleges.



DAY 1



Above: Stunning views of the city from the DoubleTree by Hilton Cambridge.

Below: Fitzbillies is synonymous with good food in Cambridge.



DAY 1

The Cambridge Chop House is located on the most famous street in Cambridge, King's Parade, and is only a few minutes walk from the DoubleTree. This street offers views which are famous the world over.



Cambridge Chop House offers the highest quality British cuisine. Using locally sourced produce and putting a modern, fine dining twist on traditional fayre.

DAY 2

- 7:00 - 9:00 Full English and Continental breakfasts served in the hotel.
- 10:00 - 13:00 Competitive sight seeing of Cambridge city centre.
- 13:00 - 15:00 Lunch and sightseeing showdown quiz.
- 15:15 - 16:15 Champagne and strawberry punting tour.
- 16:15 - 16:30 Transfer to Cambridge Brew House.
- 16:30 - 18:00 Beer tasting masterclass at the Cambridge Brew House.
- 18:00 - 19:15 Transfer back to hotel. Time to change and freshen up for dinner.
- 19:15 - 19:20 5 minute walk to Kings College Great Hall.
- 19:20 - 21:30 Awards Banquet or group dinner (depending on whether Cambridge is first or second segment.)
- 21:30 Onwards at leisure.



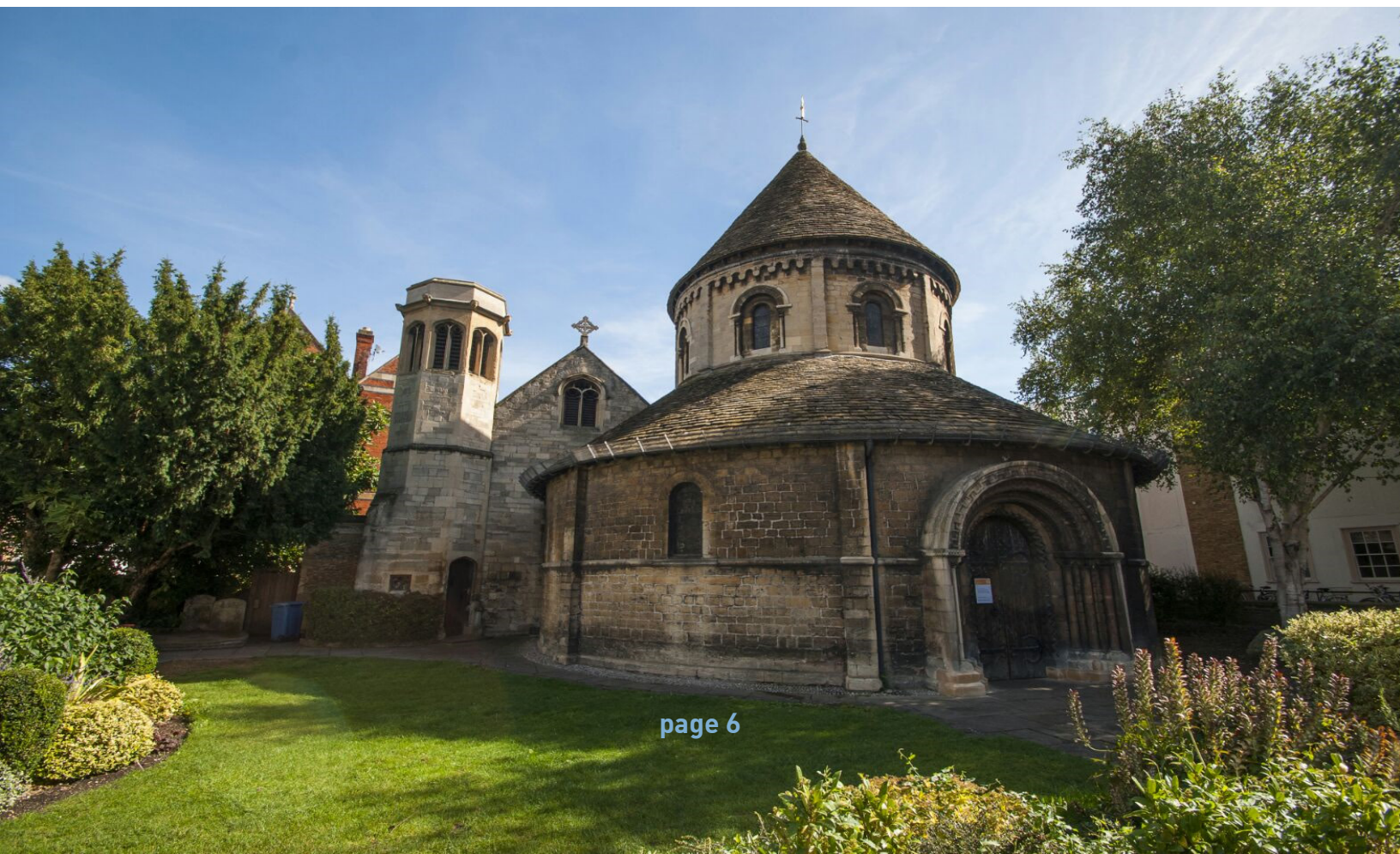
DAY 2



Competitive Sightseeing

We put a spin on the standard sightseeing tour by introducing a competitive element. Get your staff working as a team, solving puzzles, answering questions and discovering fascinating history all whilst experiencing one of the world's most beautiful cities.

Cambridge is small, safe, easy to get around on foot and with so much to see, it really is the perfect place for team based sightseeing. Our iPad tours are engaging, exciting and challenging. Teams collect points throughout the day and compete for the title of best team in an interactive grand finale quiz.



DAY 2



DAY 2



Left: Great Saint Mary's Church marks the city centre. Competitive sight seeing starts from this location.

During the tour guests will see Cambridge's famous sights and hidden gems but they will have to work together, solve clues and apply brain power if they want to emerge victorious.



Above: The team put their heads together on the iPad tour



Left: The winning team celebrates victory at the showdown quiz

DAY 2



Doing it in style on the starwberry and champagne river tour

Below: The Wren Library at Trinity College. The largest and richest college in Cambridge. Princes Charles and William have both studied here



DAY 2



DAY 2

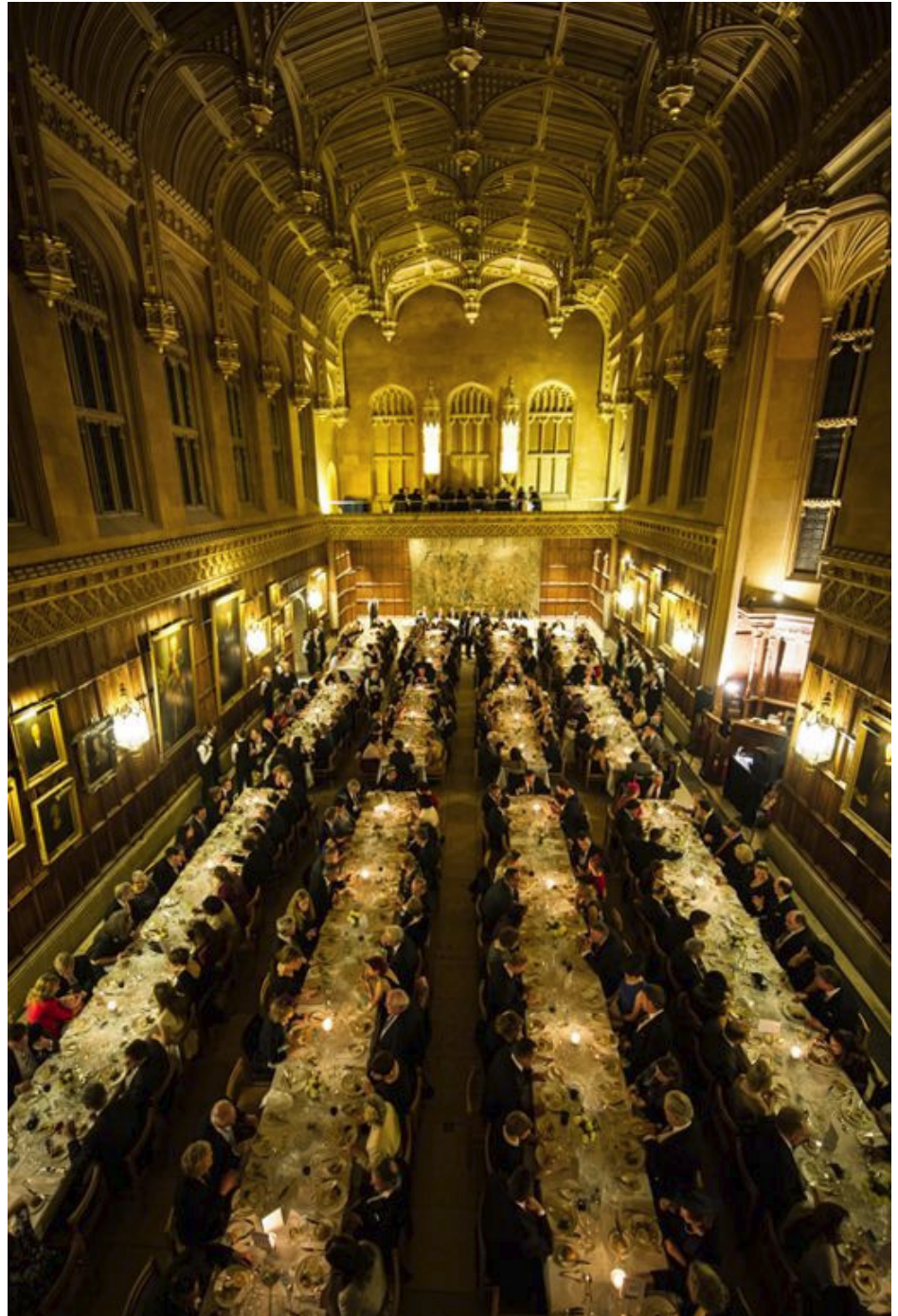
Beer Masterclass

The UK has a rich tradition and history of brewing beer. Cambridge is awash with independent micro-breweries producing unique high-quality drinks with character. Our beer expert can take you through the different flavours, types and intricacies of some of the very finest drink our region has to offer.

Awards Banquet.

To be held on either day 2 or day 3 depending on whether or not Cambridge is the first or second segment of the trip

There are few places more spectacular for a formal dinner than within the Great Halls of Cambridge's ancient colleges. Celebrate and reward the achievements of your teams, senior staff and execs.



DAY 3

- 7:00 – 9:30 Full English and continental breakfast served in the hotel.
- 10:00 – 10:30 Transfer to Duxford Imperial War Museum
- 10:30 – 12:00 American Aviation Museum Tour.
- 12:00 – 13:00 Lunch at the Duxford café.
- 13:15 – 15:00 Tank driving experience
- 15:15 – 15:35 Return Transfer to Hotel.
- 15:35 – 18:50 At Leisure.
- 18:50 – 19:00 Transfer to evening diner venue
- 19:00 – 21:00 Farewell Dinner or Awards Banquet (depending on whether Cambridge is first or second segment.)
- 21:00 Return to Hotel

At this historic airfield and museum of aviation history you will discover the stories of people who lived and worked at RAF Duxford whilst also experiencing one of the world's largest and most comprehensive American aviation exhibits.



DAY 3



Left and Above: The American Aviation Museum at Duxford Imperial War Museum will take you through a century of American wartime aviation. From the First World War to the present day.

Right: Duxford's tank driving experience is one of the most popular activities for incentive groups in the region. Who doesn't want to have a go at this?



DAY 3



Above. One of the many stunning options available for private dining in the city. The Red Lion is perfect for a farewell dinner.

DAY 4

- 6:00 Return transfer to airport.



great events
making memories