

- Project:**        **Business Visitor Research**
- Client:**        **London Cross River Partnership**
- Date:**         **January - April 2006**
- Team:**         **Carmel Dennis, Richard Smith, Lynne Burton**

TEAM was appointed to undertake research into the individual business visitor market in hotels in Westminster, City of London, Southwark and South Bank.

The objective was to get a better understanding of their leisure behaviour, information sources used, levels of satisfaction and how the public sector stakeholders could better manage and influence this market.

It involved face to face interviews with 679 visitors, extensive consultations with hotel managers and interviews with local companies. The findings were due to be launched to 100+ stakeholders in June.