



PRESS RELEASE

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ULTIMATE EXPERIENCE REPORTS STRONG CHRISTMAS SALES

Following a dip in sales both in the lead-up and immediately after the Brexit vote, London's leading Christmas party organiser, Ultimate Experience, has seen a dramatic recent increase in bookings, with sales currently 11% ahead of last year.

Whilst clients continue to seek good value, budgets also remain in line with recent years, with many organisers continuing to offer better prices on off-peak dates for those companies seeking best prices.

Despite the recent economic uncertainty, the vast majority of companies still see the Christmas party as a "must do" event in the company calendar, with the obvious impact on staff morale and loyalty of cancelling remaining front-of-mind with London decision-makers.

Ultimate Experience's Managing Director Carly Mitchell said: "We were concerned that some companies would not proceed with their parties and winter events, but it now appears that the dip in demand was more around delayed decisions around the post-vote uncertainty. Whilst the gradual move to more casual dining continues, seated dinners remain the most popular choice, with fixed price drinks packages giving buyers reassurance that they can keep within budgets and avoid embarrassing over spends on the night".

weareultimate.co.uk

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Notes to Editors:

Ultimate Experience is part of The Concerto Group. The company is unlike any other agency currently operating in the UK events marketplace. Comprising over 16 brands the group benefits from the unique ability to provide services for all aspects of events, from event management, venues and catering to entertainment and other event services.

For more information on Concerto please contact: peter.kerwood@concertogroup.co.uk
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