

swi+zerland

# RDK in London

27 – 29 August 2025



14 August 2025

## Arrival

### ETA

You need a valid **passport (ID card is not sufficient)** and an **ETA** (electronic travel authorisation) to visit the UK. Please use the following link to request your ETA on the website or download the app (see same link), at least 1 week before arrival (usually approved within 1 day): <https://www.gov.uk/eta/apply>

Do not use any other links.

## Public Transport

### London Underground/Bus

Use a contactless debit/credit card, smartphone (Apple Pay/Google Pay). Tap your card on the yellow reader at the start and end of your journey. Always use the same card for both to ensure correct fare calculation. On buses, tap only when boarding.

## Hotel

### NYX London Holborn

50 - 60 Southampton Row, London WC1B 4AR

<https://www.nyx-hotels.co.uk/london-holborn>

- 5 minutes walk from ST office
- 5 min walk from Holborn station (Central/Piccadilly Line)
- 20 minutes walk from St Pancras International station

Room category:	Superior Star King
Rate:	£279 Room only, single per room, per night All rates include VAT, Service and WIFI
Breakfast:	can be optionally added at £20pp/night at check in
Payment:	individually upon arrival

## Programme

Check **meeting locations & dress code**

Tuesday 26 August

	Individual arrival
	Check in hotel available from 3pm
18:15	<b>Meeting in the hotel lobby for those who have already arrived</b>
18:30	Dinner at Honey & Co, Lambs Conduit 54 Lamb's Conduit St, London WC1N 3LW (10 minutes walk from hotel) joined by Alex Herrmann, Switzerland Tourism
<b>Dress code</b>	<b>Casual</b> Overnight at NYX Holborn Hotel

Wednesday 27 August

Individual arrival/free morning

**12:00** **Meeting at Residence Embassy of Switzerland to the UK**  
Swiss Residence, 21 Bryanston Square, London W1H 2DR  
Standing reception and nibbles

**Dress code** **Smart casual**

**12:30** Welcome by Chargé d'Affaires of Switzerland Mr Alberto Groff  
and Switzerland Tourism  
Start panel discussion joined by leading representatives of UK  
and global tour operators, travel media and industry  
organisations

Guest list:

Name	Company	Position
<a href="#">Nick Robb</a>	Switzerland Travel Centre, London	General Manager
Silvia Hadolt	Lufthansa Group	Head of Regional Sales Northern Europe
Patrick Borg Hedley	Lufthansa Group	General Manager UK, Ireland and Iceland
<a href="#">Tom Jenkins</a>	ETOA	CEO
<a href="#">Ted Wake</a>	Kirker Holidays	Managing Director
<a href="#">John Mansell</a>	Inghams	Managing Director
<a href="#">Martyn Sumners</a>	AITO	Executive Director
<a href="#">Katie McGonagle</a>	Travel Weekly	Head of Features & Supplements
<a href="#">Tom Marchant</a>	Black Tomato	Co-Founder
<a href="#">Alan Croft</a>	Swiss Holiday Company	CEO and Co-Owner
<b>2 additional participants to follow</b>		

**13:30** Standing lunch

**14:30** Pudding

**15:30** End

**16:00** 30 minutes by public transport to hotel  
NYX Holborn, 50 - 60 Southampton Row,  
London WC1B 4AR  
Check-in and break at the hotel

**18:50** **Meeting in the hotel lobby to walk to nearby pub (10 min walk)**

**19:00** Arrival at The Lady Ottoline,  
11A Northington St, London WC1N 2JF

**Dress code** **Casual**

Introduction and presentation by team ST London, Dinner  
Overnight at NYX Holborn Hotel

Thursday 28 August

- Individual breakfast
- 07:30 Meeting in the hotel lobby for travel to London Paddington stn**  
(30 minutes by public transport)
- 08:10 Gathering at Paddington station inside the main train departure hall by the blue tower/signpost in front of platform 5**
- Dress code Smart casual**
- 08:30 Train travel from London Paddington station to Bath Spa  
(travel time 1 hour 19 minutes)
- 09:49 Arrival Bath Spa
- 10:00 Guided Tour through Bath
- 11:30 Arrival Gainsborough Hotel, Reception with drinks & nibbles  
**The Gainsborough Bath Spa, Beau St, Bath BA1 1QY**
- 12:00 Presentations & moderated discussion on tourism development, issues and solutions in Bath and Somerset with leading representatives of Bath, the region & on national level

Guest list:

Name	Company	Position
<a href="#">Theresa McDermott</a>	ECT Travel, Bath	CEO
<a href="#">Amanda Hart</a>	Roman Baths	Director
<a href="#">Kathryn Davis</a>	Visit West	CEO
<a href="#">Fiona Pollard CBE</a>	Visit England	Advisory Board Member

- 13:30 Lunch at restaurant Hotel Gainsborough
- 14:45 Personal time
- 16:00 Meeting outside Bath Spa train station by the red phone booth**
- 16:13 Train travel from Bath Spa to London
- 17:35 Arrival in London Paddington
- 18:30 Meeting in the hotel lobby to walk to meeting point or**
- 18:45 Meeting Aldwych Station**  
Hidden London Aldwych Station, East Wing, London WC2R 2ND  
(12 minutes walk from hotel)
- Dress code casual, please wear flat, fully covered shoes**
- 19:00 Private Tour 'Hidden London'
- 20:30 Dinner at a nearby casual restaurant  
Overnight at NYX Holborn Hotel

## Friday 29 August

Individual breakfast

Check out: leave luggage at hotel or store at office ST

**08:00**

**Meeting Office Switzerland Tourism London**

**20 Red Lion Street, London WC1R 4PQ**

(5 minutes walk from hotel)

**Dress code** **Casual**

08:30 – 09:30 RDK meeting including STV, STS & ST

09:30 – 11:30 Internal RDK meeting

Followed by Sandwich lunch: eat at office or take away  
Departure via SWISS (LHR/LCY) or Eurostar  
Or personal extension in London