

Walpole US Trade Delegation & British Luxury Showcase

New York City

22nd to 24th October 2019

Why New York? The Anglo-American luxury trade opportunity

The US is a crucial market for the British luxury sector; whether driven by British luxury goods on sale in the United States or American tourists visiting the UK, the opportunity for growth in Anglo-American luxury trade has never been more visible or valuable.

- 75% of the UK luxury sector identified the US as a priority growth market for the next **five** years despite slower growth.
- The American market is still the largest market for luxury worldwide valued at **\$85 billion**. A further **\$18.5 billion** of growth in the US luxury market is forecast by **2021**, representing **52%** overall market expansion in just **10 years** if reached. New York alone accounts for **\$25.5 billion** or almost **one third** of the total US luxury market size.
- US visitors to the UK spent a total of £3.4 billion in 2018, a 31% increase in 10 years. They spent an average of £871 per visit, which is above the all-market average of £604. The US is the UK's top inbound tourism market by value; almost 3.9 million Americans visited the UK in 2018 - up 52% on 2008.
- The leisure market leads the reasons to visit - holidays account for 47% of all visits to the UK from the USA, 25% to see friends and/or relatives and 19% for business purposes.
- According to Global Blue, there were 810,000 visits from North America to the UK in January to March 2019, up 5% on the same months in 2018.



Overview and Objectives

For the third year, Walpole will lead a three-day Trade Delegation to New York from 22nd to 24th October 2019. Building on the success of the 2017 and 2018 Delegations, Walpole will once again present a packed schedule of events and activities, including a media showcase, a celebratory lunch, insights sessions, a cocktail reception and commercial meetings day.

- The US Trade Delegation is designed to promote Anglo-American political, business and media relationships in this key export market for British luxury.
- A central focus of the programme is the Walpole British Luxury Showroom - a press-focused event designed to promote British luxury to the influential US media.
- Insights sessions, a cocktail reception and commercial meetings will provide further opportunities for networking and developing business relationships to drive exports.
- A new event, The Art of British Luxury Hospitality, will bring together the key players in the travel market to promote the UK's 5* hotels and luxury retail experiences.



Programme Overview

The three-day Trade Delegation will include the following elements:

Pre-event: Monday 21st October

A day to schedule meetings and appointments with commercial partners and buyers.

Tuesday 22nd October

The Art of British Luxury Hospitality Forum

A new event to the programme designed to engage the travel and leisure sector bringing together the leaders of the British luxury hospitality and retail brands with the key travel buyers and media. The event will include the US launch of Walpole's latest report with Brand Finance.

Insights Briefing

An insight into the local New York market; the political and economic outlook; the market for luxury in the US; the retail and media landscapes; and a trends briefing session. Participating Walpole brands will hear from businesses including La Force, JP Morgan, CBRE and MM Luxe Consultancy.



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Programme Overview

Wednesday 23rd October

Tour of Hudson Yards

An exclusive tour of New York's most prestigious and cutting-edge new retail and dining development.

Lunch to honour Leonard Lauder, Chairman Emeritus, Estée Lauder Companies

A celebratory lunch to recognise and award Leonard Lauder for promoting UK – US Trade and Cultural Relationships.

Member cocktail reception at the British Consul General's Residence

An exclusive drinks reception at the private residence of the British Consul General for participating brands and their US colleagues to meet and network.



Thursday 24th October

Media Breakfast – British Luxury Report Briefing

An early morning media breakfast highlighting key findings from the Brand finance report.

British Luxury Showrooms

The culmination of the Delegation is a full day, carefully curated Luxury Press Showroom held at The Glass Houses, attended by key media.

World Atlas of Wines launch

In the evening, we will host a cocktail reception and launch for the World Atlas of Wines with Jancis Robinson.



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Walpole British Luxury Showroom

The culmination of the Delegation, the Walpole Luxury Press Showroom will be created with the support of LaForce PR & Mark Stephen Experiential Agency.

This elegantly curated experiential showroom will tell the story of British luxury and creatively showcase the participating brands. Our ambitious vision moves beyond a traditional stand-led press day and personally engages invited media with the brands: their stories, their people, their skills and products, and creates an experience that guests are inspired by. It is an experience guests will want to write about, talk about and share.

During the day we will curate moments which highlight a particular brand or experience through a programme of talks, interactive workshops and 'By Appointment' invitations to draw media attendance throughout the day.

We will attract quality editors and journalists from leading US titles and targeted influencers, engaging them in the British luxury story at every touch point.



Walpole British Luxury Showroom



Venue

For the second year, we have confirmed The Glass Houses for the Showcase on 24th October. The venue is an impressive event space in Chelsea, with floor-to-ceiling windows and the backdrop of the New York skyline.

Agencies

We have once again appointed LaForce, a highly regarded US PR agency, to support the event and members taking part in the showcase. The agency's brief is to create impactful messaging around the event, engage the media pre-event and ensure a high level of media attendance to the Influencer Dinner (Editor level) and Showcase.

In addition Walpole will also again work with Mark Stephen Experiential Agency who will design and curate the member Showcases and the look and feel of the event.

Results from the 2018 Media Showcase:

Media Impressions: 386,346,473

Social Impressions: 1,498,000

Ad Value: \$23,172,138.6

In addition, 2018 resulted in £750,000 of trade wins for the brands who joined us in New York, with another £250,000 in the pipeline.

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Walpole Luxury Showcase New York Partners

Walpole will work with the relevant tourism bodies, local authorities and promotional organisations to support the US Trade Delegation, including:

- Department of International Trade
- VisitBritain
- Foreign and Commonwealth Office
- The GREAT Campaign
- Madison Avenue Improvement District
- British American Business

Delivery partners:

Walpole will work with the following partners to ensure a seamless, elegant and, most of all, useful experience for all participating brands:

- On-territory PR agency LaForce has 20 years of experience in luxury and lifestyle PR in New York and the US and will manage all event logistics, styling and curation and media delivery.
- Mark Stephen Experiential Agency will curate the event, both to ensure it reflects the calibre of brands exhibiting and to ensure the look and feel of the showcase is in the hands of experts.



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