

# 2019 GREATER CHINA SALES MISSION

Bicester Village, London

BICESTER  VILLAGE

A MEMBER OF THE BICESTER VILLAGE SHOPPING COLLECTION\*

APRIL 2019

# BICESTER VILLAGE

London, England

## THE WORLD'S MOST DESIRABLE BRANDS

Bicester Village never stands still. It is a global luxury shopping destination attracting visitors from around the world by offering exceptional hospitality and an incomparable brand mix. It is the founding member of The Bicester Village Shopping Collection and is located in the heart of Oxfordshire, just 46 minutes by direct train from London Marylebone station, which makes its platform announcements in both English, Mandarin and Arabic in order to cater for international guests.

The Village is home to more than 160 boutiques of leading fashion and lifestyle brands, such as Oscar de la Renta, Hugo Boss, Tods and Mulberry, each offering exceptional value with savings up to 60% on the recommended price.

Bicester Village now also offers an exclusive new by-appointment-only space where guests can retreat in absolute comfort for private shopping consultations or just to rest after a long day of shopping. To complete the VIP shopping experience guests can also take advantage of Valet Parking, hands-free shopping, the award winning Bicester Visitor Centre and on-site tax refunds and money services.

For more information please see <https://www.bicestervillage.com>



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## ICONIC DESTINATION

### BY CAR:

Bicester Village is just 60 minutes from London. There are three Park & Ride locations close to the Village, which are clearly signposted from the M40.

### BY TRAIN:

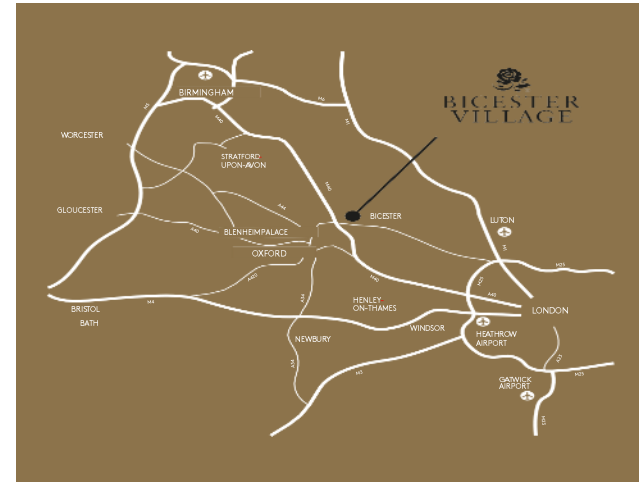
Travel from **London Marylebone** directly to Bicester Village from 46 minutes, with two services an hour

Travel from **Birmingham Moor Street** or **Birmingham Snow Hill** to Bicester North, where a shuttle bus will transfer you the short distance to the Village

Travel from central **Oxford** to Bicester Village with journey's from 14 minutes

### BY BUS:

Stagecoach operates two regular services from Oxford to Bicester Village. The S5 and X5 operate approximately every half hour from Magdalen Street in Oxford.



### Shopping Express

1 daily departure

The Shopping Express® is our sleek and chic coach service that runs direct from central London to Bicester Village, collecting guests from a selection of luxurious hotels across London.

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## GASTRONOMIC ADVENTURES

A great day's shopping includes a break for delicious food.

At Bicester Village, the options are excellent and varied: choose from elegant, refined dining at the newly opened Café Wolseley, local seasonal pickings at cabin-chic farmshop restaurant & café, healthy, wholesome all-day dining at relaxed and low-key Le Pain Quotidien Restaurant or indulge in Asian cuisine at Shan Shui inspired by the 1920s glamorous era.

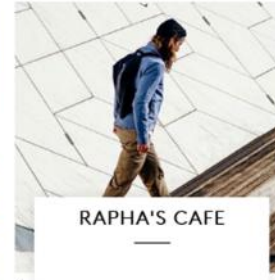
Whether you're fuelling up with breakfast before an energetic day's shopping or celebrating a successful haul of fabulous purchases over dinner as the sun sets across Oxfordshire, Bicester Village delivers fantastic dining options that are scrumptious, nutritious and joyous to boot.



SHAN SHUI



CAFE WOLSELEY



RAPHA'S CAFE



FARMSHOP  
RESTAURANT &  
CAFE



LE PAIN  
QUOTIDIEN



PRET A MANGER



ITSU

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## GOING ABOVE AND BEYOND

Bicester Village offers an array of fabulous guest services, including:

- Bicester Village Gift Card
- Additional savings with the VIP Card
- Dedicated Train Station
- Frequent Flyer Programmes
- Hospitality Services
- Exclusive by-appointment-only space at The Apartment
- Tax free shopping
- Privilege Programme
- Valet Parking
- In-Village hosts
- Restaurants and cafés
- Personal Shoppers
- Luggage drop
- Hands-free Shopping
- Valet Parking
- International home delivery
- Free Wi-Fi



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## EXCLUSIVE MICE PROGRAMME

- 10% off VIP card
- Exclusive MICE Offers; offering up to 20% on the outlet price in over 50 participating boutiques (cannot be used in conjunction with the other offers)
- Village directory
- Access to The Apartment for up to 5 guests in one time slot (subject to pre-booking and availability)



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## PARTNERSHIPS OF EVERY KIND

### Groups

- Corporate stand-alone or convention groups, meetings or events incorporating a shopping experience into the partner's programme.

### Meetings

- Use of The Apartment or other Village facilities for VIP programmes and meetings with a difference.

### Special events

- Large-scale events, incorporating sponsored branding and the exclusive use of Village areas and facilities.

### Incentives

- Gift Cards available to purchase for employee or guest reward programmes, for groups, special events and meetings.



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## FREQUENT FLYER PROGRAMMES



## PAYMENT PROGRAMMES



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## LOCAL ITINERARIES

- Exploring Oxford with traditional Walking Tours and Bus Tours
- Blenheim Palace Afternoon Tour and Tea
- Ashmolean Museum
- Oxford Castle
- Stonor Park
- Waddesdon Manor Afternoon Tea and Wine Tasting in the Cellars at Waddesdon Manor
- Cotswold Wildlife Park & Gardens
- Walking tours through Shakespeare's town
- The Raymond Blanc Cooking School at Le Manoir
- Classic Car Driving Experiences at Bicester Heritage and Silverstone Racecourse
- Exploring London's attractions; London Eye, Buckingham Palace, Tower of London, Big Ben and many more



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## KEY FIGURES TO REMEMBER

- Bicester Village welcomes 7 million guests a year
- The Bicester Visitor Centre and Station welcomes 50,000 guests each month
- Bicester Village comprises 1 km of 160+ boutiques, restaurants and pop-ups
- Bicester Village is the second-most visited tourist attraction by the Chinese market after Buckingham Palace
- 40% of total Village spend comes from Tax Free Sales



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PRIVATE SALE 19 April – 06 May 2019



It's that time of year again. Between 19 April and 6 May unlock additional savings of up to 20%\* in more than 160 boutiques. To receive your Private Sale code, simply present this invitation at The Bicester Visitor Centre or Information Hub.

\*reduction is applied to the Village price

Thank you.