EXCLUSIVE VIEWS AND CORPORATE HOSPITALITY AT FARNBOROUGH AIRSHOW IS BIGGER THAN EVER AT AVIATOR

News / Business aviation, Events / Festivals

TAG's boutique hotel marks 10th birthday next month

In three weeks' time the 2018 Farnborough International Airshow opens to the world's aerospace fraternity. Build up is well advanced and Aviator hotel, which marks its 10th anniversary at the end of July, is gearing up to welcome its resident and corporate hospitality guests.

Some 5,300 slices of lemon will be cut for drinks' garnish; 1,350 glasses of champagne consumed; over 3,000 napkins will be folded and an average 600,000 steps will be walked by the front of house food and beverage team during Airshow week. The word 'Airshow' will be repeated eight times a day by each of the 250 permanent and freelance employees by the front of house food and beverage team.

Bookings for Aviator's Brasserie tables started six months ago from companies in sectors including aircraft finance and leasing; law and a healthy cluster of business aviation companies. Many are repeat customers who have found the convenience of being a five-minute walk away from the real enclosure of the hotel to the Show's Gate A entrance, a

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highly convenient and relaxed experience. They can come and go as they please, if they have air show visitor tickets (not included in Aviator's hospitality packages). Guests also enjoy privileged use of Aviator's private car park.

For companies who haven't booked an exhibition stand or chalet but do want to meet with clients in a more discreet and relaxed setting, Aviator offers the ultimate Airshow corporate hospitality package from just £75 per person, including wine.

On its three-course lunch menu this year head chef Matt Mitka and his team are offering a variety of dishes, including Tequila cured mackerel with pickled vegetables, fennel purée and tempura oysters and Pan fried and confit leg of guinea fowl with sweetcorn purée, gooseberries and pressing of purple potato.

"Aviator is a great place to do business, entertain clients and reward colleagues," says General Manager Dominic Osborne. It is his first air show, having joined the luxury TAG Group-owned boutique hotel in November 2016, after two decades at The Hilton and Malmaison hotel chains, but he is relishing it. He can also depend on an accomplished team who have supported five air shows since the hotel opened in July 2008.

"We are virtually full now with our 169 bedrooms and suites, but Airshow week is mainly single occupancy, so in terms of guests in house it won't be as busy as the Christmas/New Year period for us. Along with our guests, of whom many are overseas exhibitors at the show, we are looking forward to hosting some 1,000 visitors for corporate hospitality throughout the week - in our six meeting rooms, our two AA Rosette Brasserie, American diner One Eleven and upstairs destination cocktail Sky Bar."

Aviator has limited availability for corporate hospitality in the Brasserie during air show week, open from 12.30 to 5.30 pm, which offers a great view of the afternoon's air show from the exclusive, private terrace.

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