

London & Partners and Fever: A new partnership to help global experience creators launch and grow in London



London & Partners has teamed up with Fever, the global live entertainment discovery platform behind popular experiences including Candlelight Concerts, The FRIENDS™ Experience, Jurassic World: The Exhibition - and opening later this month, TimeWalk The Exhibition at Immerse LDN - as an Experience Economy Growth Partner. The collaboration will help more world-class experience creators to launch, grow and reach new audiences in the capital.

The announcement forms part of London & Partners' wider commitment to growing the capital's experience economy, a key growth sector in the London Growth Plan, by supporting experience companies to establish, grow and reach new audiences in the city.

Through the partnership, London & Partners and Fever will bring together industry leaders, share market insights, support international operators considering London, and

connect creators with the venues, audiences, and ticketing expertise they need to launch and grow. It is one of a number of ways London & Partners is working with industry to support wider growth across the experience economy.

That wider work comes as cities around the world compete for the next generation of live, cultural, and immersive experiences. Spanning, hospitality, culture, events and tourism, the experience economy is worth \$5.2 trillion globally, contributing more than £130 billion to the UK economy, and could see almost £10 billion invested in London over the next decade.

Simon McCaugherty, Director of Experience Economy at London & Partners, said:

“If you are a creator looking to bring an experience to London, partnerships like this make it easier to land, grow, and succeed. From finding the right venue and reaching the right audiences, to getting marketing and ticketing right, this work is often behind the scenes, but crucial to making London the top choice for the next generation of experience creators.”

Sana Ali Aamir, General Manager for Fever and Secret Media Network in Europe

said: *“Announcing our partnership with London & Partners is a great moment for Fever in the UK. London is a cultural melting pot which competes on a global scale for the best experiences, making it a key location for us. By combining Fever’s understanding of what audiences want and where the industry is heading with London & Partners’ comprehensive knowledge of the London ecosystem, we’re looking forward to helping more creators choose London as the home for their next world-class experience.”*

About Fever

Fever is the world’s leading tech platform for discovering culture and live entertainment, inspiring over 300 million people last year to discover the best experiences in over 40 countries. With a mission to democratise access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events – from immersive exhibitions and sports to interactive theatrical performances, concerts, and festivals – while empowering its partners with data and technology to develop and expand new experiences worldwide. Learn more at <https://feverup.com/>

About London & Partners

London & Partners is the growth agency for London. Its mission is to create economic growth that is resilient, sustainable, and inclusive. It offers a range of programmes and initiatives to drive business growth in London and internationally, which supports experience companies to launch, grow, and establish themselves in London, helping bring innovative visitor experiences to the capital and contributing to London's world-leading tourism and visitor economy. London & Partners operates Visit London, helping experience owners reach millions of Londoners and visitors each year. For more information, please visit: www.londonandpartners.com.

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