



London  
Experience  
Week 2026

# LXW26: Guide to London Experience Safari 2026

An exclusive chance to showcase your venue or experience to over 750 of the world's leading experience professionals

APRIL 20 - 24 2026

[LondonExperienceWeek.com](https://LondonExperienceWeek.com) | [Worldxo.org](https://Worldxo.org)



VENUE  
PARTNER

**LONDON**  
& PARTNERS

EVENT  
PARTNER



# LONDON EXPERIENCE SAFARI 2025 VENUES

- ABBA Voyage
- Alcotraz
- Avora
- Bompas & Parr
- Bridge Command
- Bubble Planet
- Convene
- Courtauld Gallery
- Disguise
- ECLIPSO | Titanic: Echoes from the Past
- The Earls Court Development Company
- Elvis Evolution
- FRAMELESS
- Good Hotel
- Immerse LDN
- Jamestown
- Jeff Wayne's The War of The Worlds: The Immersive Experience
- Jury Games: The Death at the Christmas Office Party
- L-Acoustics
- Lennox Mutual
- Lightroom
- Lost Estate: 58th Street
- Lost Estate: Paradise Under The Stars
- Magicians Table
- Marshmallow Laser Feast
- Minecraft Experience: Villager Rescue
- Moco Museum
- Monopoly Lifesized
- Moonshine Saloon
- Old Royal Naval College
- Outernet London
- Paddington Bear Experience
- Paradox Museum
- Phantom Peak
- Pixel Artworks
- Polygon Live
- The Sanctuary &soul
- Science Museum
- TOCA Social
- Tutankhamun: Immersive Experience
- Twist Museum
- Van Gogh Immersive







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LONDON  
EXPERIENCE  
WEEK 2025:  
HIGHLIGHTS

# London Experience Week 2025: Highlights

503

attendees from  
40+ countries

NPS RATING

38

#LXW25

vs

4

Industry avg.  
(B2B events)



- 16,750 LinkedIn followers
- 61,491 LI impressions during LXW25 (28/4 - 1/5 2025)
- 4k newsletter subscribers

PRESS COVERAGE

BBC CITYA.M.

IMMERSIVE RUMOURS \* SECRET LONDON XPLAND

DEDICATED EVENT WEBSITE



[londonexperienceweek.com](https://londonexperienceweek.com)

50+

Safari venues

ABBA Voyage



PixelArtworks

JEFF WAYNE'S  
MUSIC THEATRE  
THE IMMERSIVE EXPERIENCE

BRIDGE  
COMMAND

MAGICIANS  
TABLE

OUTERNET  
LONDON

FEATURED BRANDS



itv

NETFLIX



Ford

EVENT  
PARTNERS

fever

PHANTOM  
PEAK

FRAMELESS

LONDON  
& PARTNERS

AREA15

Immersive  
Experience  
Network

POLYGON  
LIVE



\* SECRET  
MEDIA  
NETWORK

THE  
PADDINGTON  
BEAR  
EXPERIENCE

convene

IMMERSE LDN

Layered  
Reality

ATTENDING CREATIVE STUDIOS

SECRET  
CINEMA

punchdrunk

SWAMP



BOOMTOWN

WAKE  
THE  
TIGER

BOMPAS & PARR

MARSHMALLOW  
LASER FEAST



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INTRODUCING  
LONDON  
EXPERIENCE  
SAFARI 2026

# London Experience Safari

**London Experience Week is a week-long showcase of the very best of the Experience Economy in one of the world's experience capitals. At its heart is the city, its creators, its experiences – all brought to life in the London Experience Safari.**

Each year, alongside our flagship World Experience Summit, we send an exclusive audience of experience professionals – creators, operators, investors, promoters, influencers – from 40+ countries out to experience London, and connect with the capital's finest experience professionals.

Last year, attendees went to:

- **Networking breakfasts**, e.g. FRAMELESS, The Courtauld Gallery, Outernet
- **Live discussions**, e.g. Convene, Phantom Peak, Earls Court Development Company
- **Behind-the-scenes tours**, e.g. Elvis Evolution, War Of The Worlds, Marshmallow Laser Feast
- **Technical showcases**, e.g. Pixel Artworks, Disguise
- **Immersive experiences**, e.g. ABBA Voyage, Bridge Command
- **Sensorial experiences**, e.g. Bompas & Parr, The Sanctuary & soul
- **Socials**, e.g. Polygon Live, The Paddington Bear Experience, Alcotraz
- **Exclusive, invite-only drinks & dinners**, e.g. hosted by AREA15 and Jamestown

This year, we're going bigger and better – more shows, more attendees, more connections and coverage for London and for you. Book a call today and let's explore how you can showcase your experience to the most relevant and valuable audience you could wish for!

**Book a call today >>** [tinyurl.com/experiencesafari2026](https://tinyurl.com/experiencesafari2026)

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## MEET THE LXW26 AUDIENCE

**With tickets selling 2x faster than for 2025, the LXW audience are passionate experience professionals jetting in from all around the world.**

They're leaders in immersive/LBE, attractions & museums, live events, brand experiences & retail, hospitality & travel, placemaking & civic, themed entertainment, theatre, gaming & spatial media.

Whatever the sector, you are likely to be hosting creatives, designers and tech leads plus the investors and clients who commission them.

Here are people who are OBSESSED with experiences – whether that's creating them, promoting them, hosting them or investing in them.

Showcase your venue or experience and get the world's leading experience community talking about YOU.





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WHAT LXW  
CAN DO FOR  
YOU

# Let's put you on the Experience Map!

Here's how we'll put you / your experience / studio / team on the Experience Map for London Experience Week 2026:

- A clear, premium presence throughout London Experience Week
- A dedicated profile in the Safari Experience Directory – where attendees plan their week and choose what to visit
- Your venue showcased to thousands of global experience leaders, investors, and creators – those who come + our global audience of experience pros
- Visibility across all LXW digital marketing
- Inclusion in our LXW newsletter, social media, Safari roundups, and selected promotional campaigns
- Live thanks and recognition at events
- Your experience placed directly in front of the right people
- We send our highly qualified audience – experience investors, creators, influencers, producers – straight to your venue or activation. If you prefer, we can work with you on a curated list of attendees – ask for details
- Your venue becomes part of the official LXW circuit, seen, visited, talked about, and remembered

Of course, levels of comms varies by level of engagement.

**Get in touch today – let's put your venue on the experience map!**







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WHAT YOU  
CAN DO FOR  
LXW

# 1. Host an event

## Your best option to showcase your experience and venue!

There'll be hundreds of experience professionals in town for London Experience Week. Why not invite them to your venue? We can send our audience of experience investors, creators, influencers and promoters to your experience, where they can learn about your latest projects direct from your senior staff. By partnering with us, we can work with you to manage the invite list and drive the right people to you – from the amount to the seniority to the sector to the job title!

Suggested events include:

- Guided tours of your latest experiences
- Interviews/panels with senior creatives and owners
- Showcases of forthcoming events or experiences
- 'Hard hat tours' of experiences currently being built
- Behind-the-scenes tours – last year, people went BTS at **Elvis Evolution**, **Jeff Wayne's The War of The Worlds: The Immersive Experience** and **Marshmallow Laser Feast's Of The Oak**
- Bespoke show-and-tell events – last year, people visited **Outernet**, **L-Acoustics**, **Pixel Artworks** and **Polygon Live** with production house **DNEG** already confirmed for 2026
- Host a networking breakfast, lunch social or VIP dinner – this year, **Little Lion Entertainment** is hosting a dinner at The Crystal Maze!

**Get in touch today and showcase your experiences to the most valuable experience audience you can get!**







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WHAT YOU  
CAN DO FOR  
LXW

## 2. Be on the Safari

**This is the easiest way to get involved with Experience Safari 2026. Last year, we sent hundred of experience professionals to the likes of ABBA Voyage, Paradox Museum, Minecraft Live, and Monopoly Lifesized – all simply by offering them an exclusive LXW25 discount.**

We're able to limit attendee numbers, distribute promotional codes, set multiple or repeating dates, deliver information around dress code – you name it! Simply fill in the form where we will capture all the necessary details and we'll take it from there!

In return for your discount, your venue will receive:

- A dedicated listing on our London Experience Week website
- Digital marketing including newsletter, web editorial and more
- Coverage on social media and in our dedicated PR outreach
- Assets to use in your promotion

**Book a call today or – even simpler – just fill in this form and we'll get right back to you with next steps.**

Discounts need to be exclusive to London Experience Week and not replicating an already public offer.







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WHAT YOU  
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LXW

# 3. Pop-up at the Summit

**We can send London Experience Week attendees to your venue – and you can come to them too.**

Could you run a pop-up experience at the Ministry of Sound? A standalone chapter of a VR experience? A mini-escape room in our green room? A sound installation in our main hall? An interactive projection for our opening tunnel? A live music set, a tasting session, an intimate tea party, a virtual reality activation... You tell us!

Last year, pop-up experiences staged live at the Summit included:

- ‘Down the tunnel’ experience by New York-based **IFMAGIC**
- ‘Cross the threshold’ experience by Paris-based **Eat the Cake**
- A VR showcase by Barcelona-based **UNIVRSE**
- Immersive audio installation by **A Right/Left Project**, featuring Punchdrunk’s Colin Nightingale and Stephen Dobbie
- Biosonic mushroom experience by **Caroline Hobkinson**

We want experiences to open each Summit day, and feature during the day too. Ministry of Sound has multiple spaces we can activate with cutting edge AV to use.

**Get in touch today! Why not showcase your experience direct to 750 of the world's leading experience professionals?**



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The ROI from our activation at LXW25 (and joining the WXO in general) has been quite large for us – the community is extremely welcoming, kind, and supportive. Our conversations are (both) ongoing and are definitely turning into contracts. We would love to sponsor and activate again in 2026!

ISAAC SHELANSKI  
CO-FOUNDER, IFMAGIC

## GOT AN IDEA FOR... SOMETHING DIFFERENT?

These ideas are just a start. This is the Experience Economy and we want to showcase the new, the vital, the coming soon, the secret...

Last year, we featured wellness spas, psychedelic breakfasts, beltane celebrations, Indian wedding ceremonies, quiz shows, burlesque routines – nothing is too much for London Experience Week 2026.

If you’ve got an idea for an activation that’s not listed – great! Whether it’s a mystery tour or a treasure hunt, it’s welcome at LXW26.

Interested? Book a call today!

**Book a call >> [tinyurl.com/experiencesafari2026](https://tinyurl.com/experiencesafari2026)**





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WHAT OUR  
PARTNERS SAY

# LXW25: What last year's Experience Safari partners are saying



London Experience Safari not only allowed us to showcase our immersive concepts – Avora, Moonshine Saloon and Alcotraz – to industry professionals, but also helped drive new business opportunities through meaningful conversations and exposure to certain key people who can help unlock growth.

**SAM SHEARMAN**  
CEO, INVENTIVE PRODUCTIONS



London Experience Safari brings the World Experience Organization to us where we can go, 'Right, who are the people interested in us?'

It was a lovely boost to talk about the reaction to Jeff Wayne's The War of The Worlds: The Immersive Experience.

**MONTY LEIGH** SENIOR OPS MANAGER, JEFF WAYNE'S  
THE WAR OF THE WORLDS: THE IMMERSIVE EXPERIENCE



London Experience Safari brought a relevant audience right to our doorstep at Outernet London.

The morning session we hosted gave us the perfect platform to showcase Outernet London's immersive spaces and offer a sneak peek of our new Immersive Experience – Enchanted Forest, produced in partnership with Studio Bora Bora.

We look forward to partnering with London Experience Week again in 2026.

**ALEXANDRA PAYNE**  
DIRECTOR, CREATIVE & CONTENT, OUTERNET LONDON





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WHAT OUR  
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# LXW25: What last year's Experience Safari partners are saying



London Experience Week is a great, growing and important event for the experience industry.

The World Experience Organisation does this so well!

**DAMIAN NORMAN** DIRECTOR OF IMMERSIVE ENTERTAINMENT & EVENTS, EXCEL LONDON



London Experience Safari helped us foster unique & valuable connections with key players across the experience economy. In addition to ongoing learnings about the technological and creative landscape, L-Acoustics were given a voice to exchange about the importance of considering sound early and often in experience design.

**JULIE BLORE-BIZOT**  
DIRECTOR OF CREATIVE PARTNERSHIPS, L-ACOUSTICS



London Experience Week is an event that thrives in settings built to surprise, delight, and spark ideas.

For Phantom Peak, the Safari was an opportunity to showcase the scale and flexibility of our world to exactly the right audience: leaders and innovators in experiences.

It was invaluable to welcome so many thought-leaders into our space, sparking conversations and connections that lasted well beyond the event.

**NICK MORAN**  
DIRECTOR / CO-FOUNDER, PHANTOM PEAK