

LONDON™

OFFICIAL GUIDE 2014
FOR TRAVEL TRADE & EVENT PLANNERS



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OFFICIAL GUIDE 2014

An inspirational guide for
travel trade and event planners

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Opposite: The Houses of Parliament
and EDF Energy London Eye

Welcome to London, the best big city on earth

This guide is designed to inspire you – among these pages you will find all the information and inspiration you need to put together exciting itineraries and fantastic events showcasing the best that London has to offer.





- 1 EDF Energy
London Eye
- 2 Notting Hill Carnival
- 3 Changing the
Guard ceremony
- 4 Big Ben clocktower
- 5 The Gherkin
30 St Mary Axe
- 6 Emirates Air Line
cable car

When the members of TripAdvisor voted London the world's best visitor destination in 2012, they were recognising the outstanding experiences to be had in this remarkable city.

A city of contrasts



Having put on one of the greatest shows ever – the London 2012 Olympic and Paralympic Games – London really has proved that it has what it takes to thrill the world. Since then, the excitement has kept on building.

London has benefited from huge amounts of investment, creating better and greener transport links, a greater range of accommodation, and regenerated areas full of new attractions, venues and restaurants.

Added to this is London's peerless heritage: your clients are invited to explore 2,000 years of dazzling living history, including royal palaces and parks, and world-class museums and galleries, many of which are free.

This city of contrasts offers your visitors the best of the old and new, with heritage and tradition sitting alongside some of the greatest new buildings and attractions in the world, many of which can be hired as meeting venues or for private parties.

Visitors can take their pick of 8,000 restaurants, offering the best of global cuisine. They can also view London's landmarks from vantage points such as a cruise on the River Thames and the tallest building in Western Europe, The Shard.

London also provides unbeatable value, since its wide variety of attractions, accommodation and activities offer something to suit every budget. The city is at the heart of Europe's



low-cost airline network, and its five international airports connect to more than 300 international destinations.

Travelling within the city couldn't be simpler either. Your clients have the choice of the extensive Underground (Tube) network, London's iconic red buses and black taxis, trains, river boats, 8,000 Barclays Cycle Hire bikes, or a stroll through London's hundreds of green spaces and pedestrian-friendly streets.

You can create unforgettable itineraries on any budget thanks to the array of free attractions, including the British Museum and Changing the Guard at Buckingham Palace. You will also find a huge range of accommodation from five-star to budget, and a tourism industry that welcomes groups with discounts and special offers.

London & Partners can help you access all this. With informative websites, extensive listings and dedicated teams, we are here to help make sure that your groups get the very best out of London, and that you can create impressive and memorable events.



Green and Sustainable London

Help your clients to meet their sustainability agenda in London, a city striving to be the greenest on earth. The city's ambitious recycling targets, congestion charge zones and energy reduction strategies mean that your client's trip shouldn't cost the earth. London offers:

- Sustainable venues such as the £30 million The Crystal – A Sustainable Cities Initiative by Siemens, and more than 70 other venues meeting stringent green targets
- Green transport including carbon-neutral taxis, electric cars, river transport and an extensive city-wide Barclays Cycle Hire scheme
- Green volunteering: encourage visitors to put something back through a community volunteering scheme, such as TimeBank or Timebanking UK, during their London stay

What's new

With sky-high hotels, brand new venues, thrilling culture and brilliant shopping, London's crop of fresh experiences will help you to impress even the most seasoned client. Here are some of London's eagerly awaited foodie, accommodation and entertainment arrivals that you simply mustn't miss.

Be among the first to book the Shangri-La hotel at The Shard, Western Europe's tallest building, or book a table at acclaimed chef Angela Hartnett's latest restaurant. Alternatively, impress your clients with the best seats at Miss Saigon, returning to the West End stage. Also look out for:

Dazzling hotels

London's newest hotels offer rooms ranging from affordable to five-star, and exciting meeting venues too. Try:

- Montcalm London City: five-star accommodation in the heart of the City
- The London Edition Hotel opened in Fitzrovia in September 2013
- Rosewood London, opening on High Holborn in October 2013
- Mondrian, opening on the site of Sea Containers House early in 2014, part of Morgans Hotel Group
- Shangri-La, a 202-room five-star hotel in London's iconic Shard, opening in early 2014
- Hub: a new wave of hi-tech, low-cost hotels from Premier Inn, opening its first hotel on St Martins Lane in summer 2014
- Citizen M: the chain is opening its latest 'affordable luxury' hotel opposite Tower Hill in 2014



Grand exhibitions

Delight visitors by booking brand new exhibitions at London's museums and galleries, or consider booking events in these grand spaces:

- The Science Museum's £4 million Media Space opens in September 2013 with a major photography exhibition
- The Imperial War Museum (IWM London), opens its new First World War galleries in summer 2014
- Transport your clients through the full spectrum at Colour, the first exhibition of its kind in Britain, at the National Gallery. Colour devotes a room to each hue; don't miss the glittering gold and silver emporiums. The exhibition is open from June to September 2014
- The £135 million British Museum extension opens in March 2014 and will stage blockbuster exhibitions

Hit shows

- Miss Saigon, the musical hit based on the Vietnam War, returns to London in May 2014, 25 years after its première on the London stage
- The Curious Incident of the Dog in the Night-Time extends its run to 2014
- The Light Princess, a new musical by Tori Amos, is playing at the National Theatre until January 2014

Enticing experiences

- Book an exclusive behind-the-scenes look at the engineering marvel that is Tower Bridge – the world's most advanced 'basculer' or 'see-saw' bridge when it was completed in 1894
- Give your clients the option to leave the children at Westfield London's Kidzania experience in Shepherd's Bush, where they can learn to be a doctor, chef or fire fighter in a cityscape scaled down to child size. Opening late 2014

Thrilling new venues

London's newest buildings offer more venues to impress. Consider booking:

- The Design Museum in its new 2014 home, an iconic architectural landmark in South Kensington
- The 225 metre high Leadenhall Building (the 'Cheesegrater') opening in 2014 with a vast atrium featuring lawns, trees and cafés
- A reception at the soaring new extension at London's leading modern art gallery, Tate Modern, opening in 2016
- East London's Tobacco Dock, a 19th century warehouse, has been redeveloped as a new meeting venue

Keep up to date with What's new in London on our websites

[londonandpartners.com/
travel-trade/news](http://londonandpartners.com/travel-trade/news)

[londonandpartners.com/
convention-bureau](http://londonandpartners.com/convention-bureau)

New restaurants

- Karam Sethi, the chef behind Michelin-starred Trishna, opened colonial India-style Gymkhana in Mayfair in September 2013
- Famous chef Angela Hartnett opened the Merchant's Tavern in trendy Shoreditch in September 2013, and took over the former site of Gordon Ramsay's Petrus in October
- Gordon Ramsay opens a new restaurant in Battersea Square in late 2013 to capitalise on the development of Battersea Power Station and the Nine Elms area

Olympic Legacy

Billions of pounds of international investment has left post-Games London with an impressive array of new venues, attractions and regeneration areas:

- Westfield Stratford City, the new shopping mall in Stratford
- New parkland and playgrounds in the Queen Elizabeth Olympic Park
- Six impressive new venues in the Park including Copper Box and Aquatics Centre
- Lee Valley White Water Slalom Centre for a thrilling ride
- Regeneration areas include King's Cross, the new home for Google and the interdisciplinary Francis Crick Institute, and Docklands areas such as Royal Docks which is linked to the Greenwich Peninsula by the Emirates Air Line cable car

How London & Partners can help

London & Partners is the official promotional organisation for London, attracting and delivering value to business, event organisers, students and visitors. Our travel trade and convention bureau teams are here to help you create exciting trips and successful events in London. We represent more than 1,200 Partners across a range of leisure and business tourism venues and services in London.

HOW WE CAN HELP THE TRAVEL TRADE

Destination marketing for London

We work with the travel industry to promote London to individual leisure travellers and groups worldwide.

London & Partners offers **free impartial advice** and information to travel agents, tour operators, group-travel organisers and ground handlers worldwide.

The Travel Trade team can help you with ideas and information to help you plan a package to London, whether it's for individual clients or groups.

Travel Trade Helpline

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londonandpartners.com/travel-trade

The London Travel Trade website includes a searchable database of London accommodation, attractions, restaurants and services, plus helpful itineraries and practical advice and ideas.

Connect with us on:

LinkedIn: **London & Partners – Travel Trade**

YouTube: youtube.com/londonandpartners

Sign up for monthly news

Our e-newsletters are full of helpful information on:

- What's new
- What's on
- General London information

To receive these newsletters, email trade@londonandpartners.com

London guides

Travel trade professionals can obtain limited printed copies of guides such as London street maps and the London Planner monthly consumer guide. To order copies, see the online request form at londonandpartners.com/travel-trade

Guides are also available to download online from londonandpartners.com/travel-trade and visitlondon.com/maps

Come and meet us

London & Partners will be exhibiting at the following trade shows:

International

- China Sales Mission, 18-21 November 2013
- Japan Sales Mission, 21-22 November 2013
- USTOA, USA, 5-7 December 2013
- Destination Britain Nordics, 15-17 January 2014
- India Sales Mission + SATTE, 24 January – 1 February 2014
- Russian Sales Mission, February 2014
- ITB Berlin, 5-9 March 2014

- Destination Britain & Ireland APMEA, 12-15 May 2014
- ILTM Asia, 2-5 June 2014
- Brazil Sales Mission, September 2014
- Destination Britain, North America, September 2014
- China Sales Mission, November 2014
- Japan Sales Mission, November 2014
- USTOA, USA, December 2014

United Kingdom

- World Travel Market, ExCeL London, 4-7 November 2013
- Excursions, Alexandra Palace, London, 25 January 2014
- March Market Place/Hosted Buyers Marketplace, London, 17-18 March 2014
- World Travel Market, ExCeL London, November 2014

Become a London Partner

The highly skilled teams at London & Partners ensure that our Partner businesses are best placed to take advantage of London's exceptional visitor market. Contact us today to find out how your business can benefit from this profitable relationship. For further information, contact the Commercial Partnerships Team:

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HOW WE CAN HELP EVENT PLANNERS

The official convention bureau for London

London & Partners is home to the city's official convention bureau.

We offer a **total event solution service** for clients and event organisers, including free and impartial advice on planning meetings, conferences, events, exhibitions, incentives and launch parties in London.

Venue-finding and shortlisting venues, site inspection facilitation, travelcards, claiming tax back, and marketing and promotion are some of the ways we can help you to bring your event to London.

Our event planning team, Event Solutions, can unlock the city for any type of event activity.

Event Solutions

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The Convention Bureau website includes a search tool for full London venue and event services listings, itineraries, news and helpful info.

Connect with us on:

LinkedIn: [London & Partners](#)

Convention Bureau

Twitter: [@London_CVB](#)

YouTube: [youtube.com/londonandpartnersCVB](#)

E-newsletters

Keep up to date with the latest news in the industry and details of our activities with our newsletter. To receive the newsletter, sign up on our website londonandpartners.com/convention-bureau

Event Solutions Team

Event Solutions can help to deliver events in a way that is only possible in London. We can liaise with venues, secure permits, organise site visits or help source local suppliers and sustainable practice options.

We are the one-stop-shop that will help you connect with the stakeholders you need access to, ensuring that your event is as stress-free as possible.

We can help with all aspects of event planning or bid submissions, including:

- Free impartial advice about venues, housing, professional conference organisers (PCOs) and destination management companies (DMCs)
- Handling of RFPs (Requests for Proposal)
- Site inspection facilitation and venue shortlisting
- Written support for your bid from leading civil and corporate figures in London and the UK
- Production of bid documents and presentations, with assistance presenting the bid, if required
- Promotional tools to help increase delegate attendance, including DVDs and presentations
- Visitor information for delegates
- Customised accompanying partner programmes in London
- Oyster cards (pay-as-you-go travelcards) for groups of more than 50. These can be sent out to delegates in advance of the event. Contact us for more information.

London guides

Guides to the city are available online from londonandpartners.com/convention-bureau and visitlondon.com/maps

You can download brochures online or request from eventsolutions@londonandpartners.com

Come and meet us

We have a regular presence at some of the most important trade shows in the UK, Europe and North America, as well as in emerging markets such as Australia, China, Russia and Latin America.

- EIBTM Barcelona, 19-21 November 2013
- IMEX Frankfurt, 20-22 May 2014
- AIBTM Orlando (tbc), 10-12 June 2014
- The Meetings Show UK, 8-10 July 2014
- IMEX America Las Vegas, October 2014
- EIBTM Barcelona, November 2014

Major Events Team

If you are looking to stage a major sporting, cultural or entertainment event in London, the Major Events Team is here to help, from initial feasibility advice right through to successful event delivery and evaluation.

The team works with strategic partners to deliver events.

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USEFUL INFORMATION

Visitor information

To find location details of Tourist and Travel Information Centres in central and outer London see visitlondon.com/welcome

For helpful information on planning a trip to London, including travel, visas and money, see visitlondon.com/traveller-information

Download the free London Official City Guide App from visitlondon.com for London information on the go. Available for iPhone and Android.

Accessible London

To find out more about London for deaf and disabled travellers, including independently assessed attraction and accommodation information from DisabledGo, handy maps, useful tips, links and resources, and more, please go to visitlondon.com/access

London helpline

0870 1 LONDON (+44 (0)870 1 566 366) is the number for visitors to call to book London accommodation. Lines open Mon-Sun 08.00-23.00

Websites

visitlondon.com

Our consumer site includes detailed listings of London attractions, accommodation, restaurants, shops and entertainment, plus online booking facilities, an events diary and planner, and London travel information.

londonandpartners.com/travel-trade

Our website for the travel trade with news, itineraries and practical information.

londonandpartners.com/convention-bureau

Our event organisers' site gives details of London meeting facilities and new developments including an online venue search.

londonandpartners.com

Our corporate site, where you can find out more about us and the services we offer.

londonandpartners.com/media

Our media site for the latest press releases and statistics.

londonandpartners.com/partners

Our Partners site offers the latest tourism industry news in the capital plus useful facts and figures.

London images

Royalty-free images of London are available for use in publications, promotional brochures or leaflets. Register at londononview.com and browse the online image library, including the Travel Trade gallery for a selection of inspiring London images, or contact the Travel Trade or Event Solutions helplines.

London itineraries

Get the most out of London with our tailored itineraries. First-timers can see the best of the city in three days, while those who know London well will always find something new and exciting. We also recommend itineraries for business events, including accommodation and meeting venues plus activities to help your clients enjoy the best of London.

Itineraries for travel trade – Leisure visitors & groups



First-timers

Visitors on their first trip will feel excited by the riches that London has to offer. Make sure they see the top sights with three days' worth of suggestions.

Day one

Morning: Admire London from a height of 135 metres on a 30-minute trip on the **EDF Energy London Eye**. Follow this with a **Big Bus Sightseeing Tour**, passing all of the major landmarks such as Big Ben and Buckingham Palace in two hours, with expert commentary and the option to hop on and off.

Lunch: Visit **Butler's Wharf Chop House** for riverside dining and classic British food.

Afternoon: See the Crown Jewels at the **Tower of London** and enjoy spectacular views of the River Thames at the **Tower Bridge Exhibition**.

Evening: Experience London theatre, from musicals such as *Billy Elliot* and *Mamma Mia!* to opera and ballet at the **Royal Opera House** and modern dance at **Sadler's Wells**.

Day two

Morning: Stop by **Covent Garden** to enjoy boutique shopping and a unique atmosphere thanks to buskers and street theatre.

Lunch: Take to the river with **Bateaux London** for a lunch cruise on the Thames.

Afternoon: Head to **Bankside** for a trip to **Tate Modern** and a tour of the beautifully recreated **Globe Theatre** to experience how plays were performed at the time of William Shakespeare.

Evening: Enjoy sunset over the city at the **Radio Rooftop Bar** at **ME London Hotel**, followed by the best steaks in London at **Hawksmoor Guildhall**.

Day three

Morning: Take a trip to the **British Museum**, home of gems such as the **Elgin Marbles**, **Egyptian sarcophagi** and the **Rosetta Stone**. Make sure to visit the gift shop for unique souvenirs.

Afternoon: Visit **Camden Market** for alternative fashion, arts and crafts and unbeatable atmosphere.

Evening: Enjoy a meal and drinks at a traditional London Pub, **The Dickens Inn**, in **St Katharine Docks**.

Royal history

Take a tour of London's royal locations, from the **Tower of London** and the **Crown Jewels** to the **Queen's art collection** at **Buckingham Palace**:

- Visit **Buckingham Palace** and the **Royal Mews**. During the summer the lavish **State Rooms** of the **Queen's residence** are open to visitors. From **March** to **October** you can take a tour of the **Royal Mews**, where you'll see the **State Coach** and horses
- Take a trip to **Kew Palace** and visit **Royal Botanic Gardens Kew**, home of fine glasshouses and the **Xstrata Treetop Walkway**, which will help you to see nature in a whole new light
- Head to **Hampton Court Palace**, home of **King Henry VIII** and his doomed queen **Anne Boleyn**, to explore its famous maze as well as a living **Tudor world**
- Step back in fashion history at **Kensington Palace** with the **Fashion Rules Exhibition**, where decades of fashion worn by the **Queen** and her family are on display



Luxury London

From luxury hotels to designer shopping and exclusive restaurants, London has everything you need for a fabulously decadent break:

- Team culture and luxury with a visit to the renowned **Royal Academy** followed by a trip to **Fortnum & Mason**, the Queen's grocer, for a traditional afternoon tea. Make sure you have time for both the Royal Academy's renowned gift shop and Fortnum & Mason's food hall
- Visit **Bond Street** for some of the world's biggest luxury brands including Chanel, Louis Vuitton and Fendi
- Take a trip to The Village at **Westfield London** for brands such as Burberry, Gucci and Jimmy Choo
- Sip Champagne in a private pod on the **EDF Energy London Eye**
- Watch the boats slip by whilst dining in style at the riverside **Le Pont de La Tour**
- Enjoy exclusive personal shopping at **Harrods** with the By Appointment service
- Take pre-theatre drinks at five-star hotel **One Aldwych**
- Enjoy high culture at the **Royal Opera House**
- Feel pampered with a cashmere and silk body wrap at the **May Fair Spa**

Shoppers' delight

London is a shopper's paradise. Try some of these suggestions for some shopping therapy:

- Take a trip to one of the capital's two top shopping centres **Westfield London** and **Westfield Stratford City**. They contain all of the best luxury and high-street brands together with fabulous food areas for refuelling
- London's **West End** shopping district gives you easy access to the best stores, whatever your tastes. **Oxford Street** is home to flagship retailers such as **John Lewis**, **Selfridges** and **Liberty**, while **Bond Street** and **Regent Street** are the home of luxury brands. Don't forget **Carnaby Street** and **St Martin's Courtyard**, off the main shopping area for forward fashion, trendy homeware and top places for a bite to eat
- Visit **Piccadilly** for traditional tailoring and **Fortnum & Mason's** delicious food
- Check out **Carnaby Street**, **Seven Dials** and **Berwick Street** for boutique brands, independent record stores, and bars and cafés ideal for resting and watching the world go by. In the evening, head nearby to **Chinatown** for crispy duck with pancakes and hoisin sauce
- Take a trip to **Old Spitalfields** market to sample everything from superb teas at **Teasmith** to vintage style from Mischa Barton's boutique, **Mischa's Place**

Hidden gems

For visitors who think they've seen it all, London will always surprise. Suggest some of these hidden gems to excite even the most frequent visitors.

- It takes little detective work to find the **Sherlock Holmes Museum**. This Grade II-listed lodging house on Baker Street features waxworks, Victorian ephemera and a good gift shop selling Sherlock Holmes collectibles and novelty items
- Explore the weird and wonderful at **Ripley's Believe It or Not!** in London's West End. Ripley's contains more than 700 artefacts including a life-sized knitted Ferrari, an 8ft Transformer, a mirror maze and the Impossible Laser Race
- Visit East London's **Geffrye Museum** to see interiors through the ages – a particular treat at Christmas when rooms are garlanded in period decoration
- Make time for refreshments at one of London's oldest pubs. **The George** is the only remaining galleried coaching inn in London. Its origins can be traced back to 1542 and it now belongs to the National Trust. Shakespeare lived and worked nearby, so it's likely that he supped many a tankard of ale here

- 1 View from EDF Energy London Eye
- 2 Buckingham Palace gates
- 3 Champagne close up
- 4 Regent Street
- 5 The Sherlock Holmes Museum

Itineraries for event organisers – Meetings, incentives, conferences & events



Unexpected London

For accommodation, your visitors have a pick of great hotels across the city, including the **Holiday Inn** in Stratford City near the Olympic Park, and the **InterContinental Westminster** near the houses of Parliament. Or try the new **Shangri-La Hotel at The Shard** or **Radisson Blu Edwardian Mercer Street**.

Hold your conference at **The Crystal – A Sustainable Cities Initiative** by Siemens, which features interactive displays on city living, or try **Circus Space** for all the fun of the 'big top'. Transfer your guests from venue to venue with **Thames Clippers**: a private charter with Champagne can't fail to impress. **Olympia London** is an established venue which has plenty to surprise, with flexible meeting spaces of all sizes.

Book the Ballroom at **The Montcalm Marble Arch** for dinner, or London's newly regenerated **Tobacco Docks**. Hold an event alongside the fish at **SEA LIFE London Aquarium**, or book a sparkling summer or winter party at The Pavilion at the **Tower of London**. For sophisticated dining in London's most upmarket district, hold an exclusive meal at **Mews of Mayfair**.

Defend your party against 'the dark arts' by sending them on **The Warner Bros. Studio Tour London – The Making of Harry Potter**; pit them against each other at pétanque at **Cigalon**; or try falconry at **Ashdown Park** or croquet at **The Hurlingham Club**. For a thrilling water ride, try **Lee Valley White Water Centre**, an Olympic venue, or race around town with a **Hunt the Goose** GPS treasure hunt. For culture fans a **Society of London Theatre** backstage tour will give your party a new perspective on London's famous theatres.



Historical London

Showcase London's peerless heritage with this itinerary.

Your guests can lay their heads in London's oldest and most elegant locations at the **Park Lane Sheraton**, **Grosvenor House**, **A JW Marriott Hotel**, or **St Ermin's Hotel**.

Hold events at iconic cultural locations such as the **British Library**, **Barbican** or **Guildhall**.

Eat in style at the **Tower of London**, the River Room at **The Houses of Parliament**, **Banqueting House** or **Hampton Court Palace**. Or hire a marquee at **Middle Temple Lawn**. Go back to the age of steam and dine on a **British Pullman** train, sister company to the Venice-Simplon Orient Express.

Round off the experience with an archive tour at the iconic **Savoy** hotel, or a wine-tasting dinner at **Harrods**. Get the adrenaline flowing with horse riding in **Hyde Park**, or relax with afternoon tea at **Liberty** or a flower-arranging lesson at the **Academy of Flowers** in Covent Garden.



New and Old London

Show off London's contrasts with an itinerary highlighting the best of old and new.

Relax at new hotels **ME London**, **Café Royal** or **Rosewood London**.

Impress with cutting-edge venues such as the slick and centrally-located **City Marketing Suite**, or academically impressive **Senate House** and **BMA House**.

Over a lavish meal, marvel at the restoration of the tea clipper the **Cutty Sark** in Greenwich, or take in views of London at **Aqua Shard**. Experience the Olympic legacy at the **Copper Box** and **Aquatics Centre** (open April 2014) in the **Queen Elizabeth Olympic Park**.

Take a guided architectural tour of London, and view regeneration areas at Newham, King's Cross and the South Bank with urban planning experts **New London Architecture**. Or explore the new buildings and venues throughout the City of London.



Low-cost London

A London event need not be expensive. This exciting itinerary won't break the bank.

Stay in comfort at the **Novotel** or **Ibis** hotels in locations across the city, including centrally at Blackfriars. Or choose a **Travelodge** for a good night's sleep on a budget.

Hold an event at a well-priced venue such as the **London Chamber of Commerce and Industry**, **Baden Powell House**, **Inmarsat**, or the **MIC Hotel and Conference Centre**.

Sample British food in the oldest pub in London – the rambling **Ye Olde Cheshire Cheese** on Fleet Street – or enjoy meals inspired by stars of the screen or the music world at **Planet Hollywood** or the **Hard Rock Café**. Enjoy live jazz at the **Café in the Crypt** at St-Martin-in-the-Fields, or the tastiest pizza at **Fire & Stone Covent Garden**.

Walk the secret parks of London, including the **Chelsea Physic Garden**. See rare birds at the **London Wetland Centre**, and create your own pottery at **Merton Abbey Water Mill**. Or see the origins of timekeeping at the Prime Meridian Line at the **Royal Observatory Greenwich**.



London with a view

See London from above with this itinerary.

Stay at the new **Shangri-La Hotel at The Shard**; **ME London** with its rooftop bar; the **45 Park Lane** suites overlooking Hyde Park, or the new penthouse at **The May Fair**.

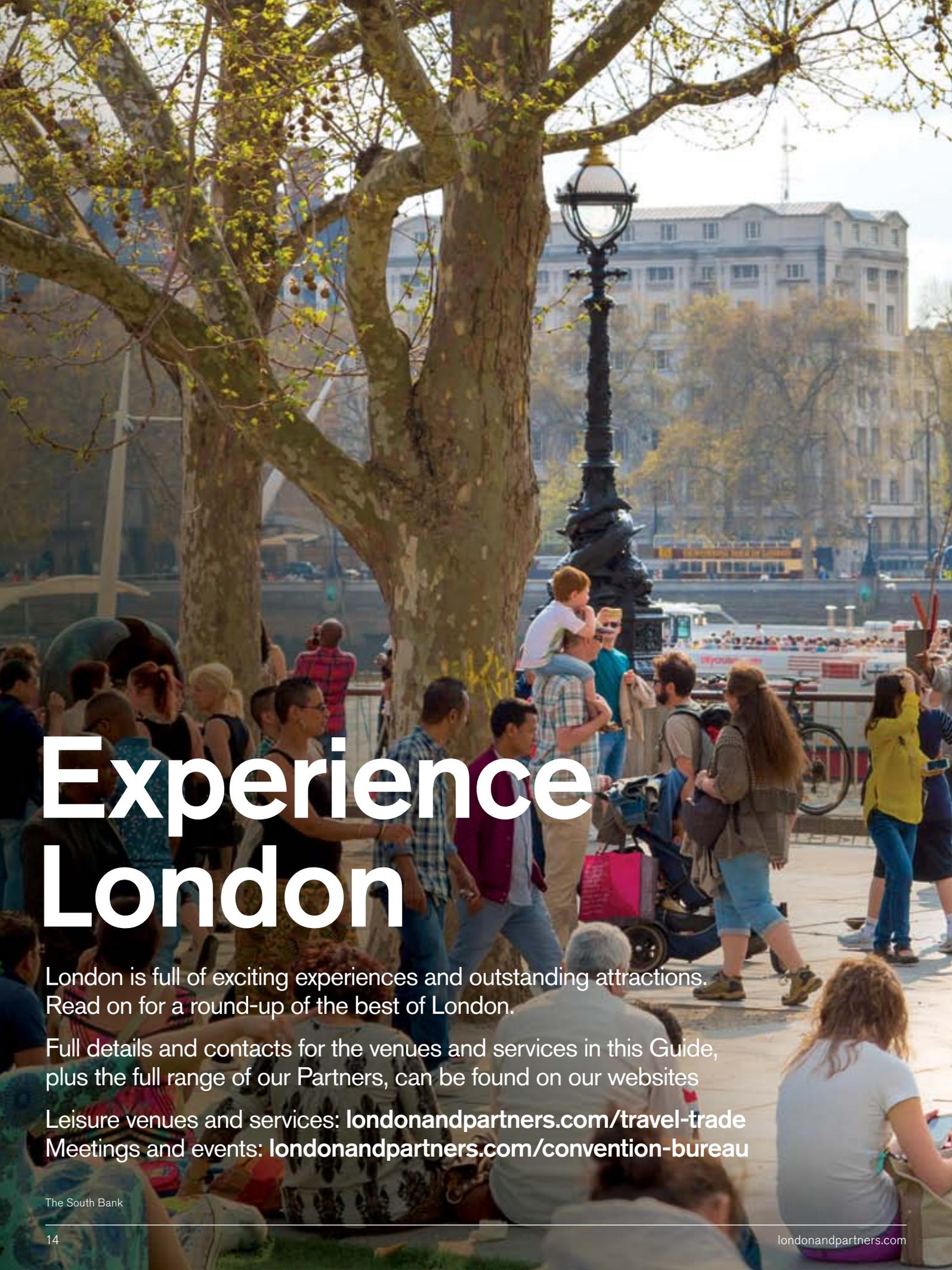
Hold conferences in the **River Rooms at Mermaid**, the **Tower Hotel** from Guoman, **Park Plaza Riverbank**, or the new subtropical **Sky Garden at 20 Fenchurch**, the building known as the 'Walkie Talkie' opening March 2014.

Enjoy a barbecue on the top of **HMS President**, or eat at **Skyloft by Altitude London** with a 360-degree view of London. Book **the Skylounge** at DoubleTree by Hilton Tower of London, **The Deck at the National Theatre**, **the Paramount Club** at the top of **Centre Point**, **Tower 42** in the City, or enjoy river views from the **Swan at the Globe**.

Get even higher with **London Helicopter**, learn how to play roulette on the roof top at **Hippodrome Casino**, walk the top of **The O₂** arena, take a tour on the **Emirates Air Line** cable car, take in the **Queen Elizabeth Olympic Park** at the **ArcelorMittal Orbit** tower (open for events from April 2014) or hire bikes for a closer, greener view of the city.

- 1 The Crystal – A Sustainable Cities Initiative by Siemens
- 2 Tower of London
- 3 Cutty Sark
- 4 Ye Old Cheshire Cheese, Fleet Street
- 5 ArcelorMittal Orbit tower
Right: The Shard



A vibrant, sunlit street scene in London. In the foreground, a large, leafy tree with yellow-green foliage stands on the left. A black, ornate street lamp is positioned in the middle ground. A diverse group of people is walking and sitting on the pavement. In the background, a large, light-colored building with many windows is visible, along with a double-decker bus and other vehicles. The overall atmosphere is lively and urban.

Experience London

London is full of exciting experiences and outstanding attractions. Read on for a round-up of the best of London.

Full details and contacts for the venues and services in this Guide, plus the full range of our Partners, can be found on our websites

Leisure venues and services: londonandpartners.com/travel-trade

Meetings and events: londonandpartners.com/convention-bureau



Accommodation

Whether you're seeking cutting-edge style, historic five-star retreats, bargain group stays in the very heart of the city, or a well-priced home from home, London can provide a good night's sleep to suit your client's budget, and an array of impressive and flexible meeting rooms.



The range of accommodation in London is vast. Visitors will find well-known worldwide chains, independent family-run bed and breakfasts, historical gems and modern comfort. This means that you can give your clients exactly what they want from their accommodation.

Quality serviced apartments from Think Apartments, Cheval Residences and Marlin Apartments offer a luxurious home from home with hotel service. Four and five-star hotel chains such as gih. (formerly Guoman), Park Plaza, Millennium and Lancaster London have properties in convenient locations throughout the city, providing an ideal base for business or leisure trips. Or book a mid-range hotel for a great stay in London offering good value for money; consider Ibis Hotels or Strand Palace Hotel.

For large parties on a budget, London's hostels and university campuses offer well-priced dormitory and halls accommodation. You will also find numerous accommodation agencies specialising in home stays or short-term rentals.

Visitors can look forward to:

Tailor-made packages

In London, you can create a completely bespoke accommodation package for your leisure group. Search the accommodation listings at londonandpartners.com/travel-trade and liaise with hotels for special deals for groups. Options include booking rooms for entire coach parties, theatre-goers or wheelchair users, and specifying proximity to particular areas of London, major attractions and landmarks, West End shopping or the South Bank.

Event expertise

London's hotels are highly experienced in dealing with events and meetings, and the wide variety of hotels means that you can choose the right venue for your party at the right price.

The venue listings on the official London convention bureau website londonandpartners.com/convention-bureau can help you find the right style of hotel in the right area, whatever your needs. The listings cover hotels perfectly placed for speedy transports links – near Heathrow Airport or King's Cross Eurostar terminal for instance – close to major conference hubs such as the ExCeL London conference centre, and near business districts such as Canary Wharf and the City of London.

Landmark locations

London's grand historic hotels are known the world over, retaining impressive facades while boasting all the latest mod cons thanks to regular refurbishment. Visitors can walk in the footsteps of the famous at Claridge's, The Savoy, Grosvenor House and The Dorchester. And in just one example of recent refurbishment, the Hilton London Metropole has benefited from a £6 million transformation, with new entrances and lobby plus two new lounges. The city's glitziest recent newcomers are Leicester Square's W London, the favourite hang-out of today's celebrities, and ME London, featured in *Condé Nast* Traveller Hotlist 2013. Or why not try the perfectly positioned Café Royal, a newly opened hotel in an iconic London landmark? Luxurious Rosewood London opens at the end of 2013, or stay in the tallest building in Western Europe at the Shangri-La hotel at The Shard, London, opening in early 2014.

Trusted international brands

Well-known hospitality brands such as Radisson Blu Edwardian, Hilton and InterContinental Hotels Groups have opened some of their most impressive flagships in London. Behind traditional and modern facades, you will find familiar comforts with a stylish British twist.

Accommodation on a budget

Here are some bargain rooms to try:

- **Travelodge** provides comfortable, value-for-money rooms across the capital
- **Accor Hotels** has a full range of accommodation including the lower-cost Ibis, also offering business services such as reliable wireless internet connections
- **London universities** including the London School of Economics, Imperial College, Queen Mary and King's College London allow non-students to stay in university halls in the city centre for a bargain price during the academic holidays
- **Independent bed and breakfasts** specialise in comfortable rooms, hearty breakfasts and a friendly welcome
- **For school parties or other groups of young people**, hostel groups such as Clink, Generator and Smart provide clean and convenient dormitory accommodation

Opposite: The Radisson Edwardian Hampshire Hotel

- 1 Courthouse Doubletree Hilton Hotel
- 2 Claridge's



For full Accommodation listings see our websites
londonandpartners.com/travel-trade
londonandpartners.com/convention-bureau

Meeting & Event Venues

Whether you are searching for the perfect secret garden or the only building in the UK so large that it has its own pair of railway stations, London can provide the venue you need.



With more than 1,000 conference spaces – from world-class conference centres to unique historical sites, and meeting rooms to accommodate parties of two or 30,000 – London offers a venue to suit every budget, size and sector.

You can choose from state-of-the-art modern conference venues, royal palaces, or academic hubs full of tradition and prestige. Or consider holding events and parties in restaurants and clubs, or more unusual event locations such as museums, galleries, boats, theatres, and attractions.

Whether your clients are architectural experts seeking a bird's-eye view of a constantly regenerating skyline (try EDF Energy London Eye), or doctors looking to network in a state-of-the-art space (try 30 Euston Square), London can provide. If it's glamour and heritage you are after, consider world-famous attractions such as Madame Tussauds, destination restaurants or members clubs. Alternatively, you could make the most of cutting-edge technology at ExCeL London convention and events venue, which is served by two dedicated Docklands Light Railway stations, such is its huge size.

London excels at:

Heritage and achievement

Choose a venue with a past to inspire your clients about their future, or a sporting venue to spur them on to excellence. The Royal Horseguards Hotel at One Whitehall Place has a grand marble staircase and Victorian ballroom, while the entire historic shopping arcade at Leadenhall Market can be hired for your group. For sports fans, Wembley Stadium and historic Alexandra Palace offer large banqueting spaces, and football stadiums at Arsenal, Chelsea and Fulham have themed meeting spaces.

Great-value venues

If your client's budget is limited, this city will happily accommodate you. London's great universities offer academic kudos at a small price with low-cost accommodation as an optional bolt-on. Try Bankside House at the London School of Economics, or one of the 200 city-wide event spaces offered by King's College London during university holidays. Other budget spaces include historic waterside pub The Dickens Inn, while attractions such as the London Dungeon and the Troxy offer quirky, good-value spaces. UK tax laws mean that your overseas clients could be entitled to reclaim 20 per cent tax on event costs too.

Technology and sustainability

Impress your clients with new technology and help them meet sustainability targets with London's newest venues. At the forefront of technical expertise is the iCity centre of innovation, education and enterprise, opening in 2015 and housing a 750-seat convention centre in the Queen Elizabeth Olympic Park; and ExCeL London, where the conference auditorium holds 5,000 people and the overall capacity is 30,000 thanks to recently expanded and upgraded facilities. Environmentally conscious venues include The Crystal – A Sustainable Cities Initiative by Siemens situated in the Royal Docks and one of the greenest buildings in the world.

Making it unique

Unique London spaces are available on ships such as the Cutty Sark, London's newest revamped historical attraction, or in the imposing medieval Guildhall in the City of London. Try the Chelsea Physic Garden to delight your clients' senses with scented herbs, or ZSL London Zoo for a walk on the wild side.



Olympic Legacy

The spirit of success generated by the 2012 Olympic and Paralympic Games can live on in your event. Try:

- **ArcelorMittal Orbit:** the UK's tallest sculpture hosts events with views over the park and beyond for up to 300 people, from April 2014
- **Copper Box:** capacity of up to 7,500 for cultural events, concerts, conferences and trade shows. This is also a fantastic location for hosting local and international sporting events such as training, matches and tournaments, available now.
- **Aquatics Centre:** with moveable floors, this venue can be transformed for events and offers poolside dining for up to 500 people. Available from 2014
- **Outdoor spaces:** the South Park Hub and North Park Events Lawn provide space for concerts, outdoor shows and festivals; open from April 2014. The Unity Kitchen Café also hosts events for up to 120, available now.



1 ExCeL London

2 Aquatics Centre, Queen Elizabeth Olympic Park

For full Meeting & Event Venues listings see our website londonandpartners.com/convention-bureau

Attractions & Sightseeing

With its extraordinary heritage and world-class attractions, London offers some of the best sightseeing in the world. Explore royal palaces and parks, visit blockbuster film locations, and experience sporting glory – there's something for everyone.

Many London attractions and sightseeing tours offer translated material and audio guides for international visitors

From the dome of St Paul's Cathedral to the ArcelorMittal Orbit Tower in the Queen Elizabeth Olympic Park, London's skyline brings your clients face to face with the city's remarkable heritage and constantly evolving present. Your group can explore the best of old and new in just one day by taking in the thousand-year old Tower of London, the Houses of Parliament, Buckingham Palace, the EDF Energy London Eye and The View from The Shard.

Visits to famous London attractions such as Madame Tussauds, ZSL London Zoo, and London Dungeon at its new location on the South Bank, will create life-long memories.

Group discounts and tailored tours

London attractions offer special deals for groups, including tailor-made tours, exclusive access and discounts. Shakespeare fans can take a behind-the-scenes tour of Shakespeare's Globe Theatre, beautifully recreated in all its 17th-century glory on Bankside. Those with an interest in royalty can tour London's palaces, including Kensington Palace and Hampton Court Palace.

For parties preferring specialist subjects, guided tours of venues or walking tours, book an expert and entertaining Blue Badge guide. Clients can take their own tour on Barclays Cycle Hire bicycles (see p37 Transport feature), or take a guided two-wheel tour around the Royal Parks for example, courtesy of cycling tour companies such as Fat Tire Bike Tours.

You could invest in a London Pass for your group, which includes free entry to more than 60 top attractions, bypassing queues for tickets and making sightseeing even better value for money.



Take in the Thames

Groups can enjoy a sightseeing cruise with live commentary with City Cruises or explore the river with a kayaking tour guide. To recreate David Beckham's dramatic entrance during the London 2012 Olympic Games Opening Ceremony, book a high-speed boat trip with RIB Tours London, Thames RIB Experience or London RIB Voyages. For something more leisurely, try hiring a boat venue from Bateaux London, Topsail Events & Charters or Woods' Silver Fleet.

Get on the buses

Bus sightseeing tours offer a convenient way to see the city, with visitors able to hop on and off as they please. Try Big Bus, Original London Sightseeing Tour and Golden Tours.

For younger visitors

London is always exciting for youngsters. Would-be wizards can duel with Voldemort on the Warner Bros. Studio Tour London – The Making of Harry Potter; budding sleuths can follow in the footsteps of Sherlock Holmes or fight the forces of evil with Dr Who on a Brit Movie Tour; while water lovers can snorkel with sharks or feed turtles at the SEA LIFE London Aquarium. The Lee Valley White Water Rafting Centre, home to the canoe slalom at the London 2012 Games, is open to the public for a trip full of thrills and spills. For Lego fans young and old, LEGOLAND Windsor is a thrilling experience, with its new Duplo Valley and themed hotel.

Sporting glory

In Stratford to the east, the London 2012 Games have left the city with lasting benefits including new infrastructure and exciting venues. Hire a guide to help your group explore one of the world's largest urban regeneration projects (see p7 Olympic Legacy box). Sports fans can tour Lord's Cricket Ground or celebrate Andy Murray's 2013 victory at the Wimbledon Lawn Tennis Museum, while football fanatics can visit the iconic Wembley Stadium or Arsenal, Chelsea and Fulham grounds.



London on high

To get a bird's-eye view of London's ever-changing skyline:

- Hop on the EDF Energy London Eye to view all of London from a glass pod
- Swing high above London's regenerated districts in the Emirates Air Line cable car, taking you from Greenwich Peninsula to Royal Docks
- Experience a 64km view from Western Europe's tallest building at The View from The Shard in London Bridge
- Walk across the roof of The O₂ arena in North Greenwich thanks to the Up at the The O₂ attraction
- See unrivalled views from the ArcelorMittal Orbit tower, the landmark of the Queen Elizabeth Olympic Park. London's newest attraction opens in April 2014, and is Britain's tallest sculpture at 114.5 metres high.

Memorable events

Many attractions offer bookable rooms for one-off events. Organisers can invite an astronomer for dinner with the stars at the Royal Observatory in Greenwich, or book a reception with the royals at wax figure museum Madame Tussauds. Most attractions offer flexible meeting spaces for receptions, parties or corporate meetings, either in dedicated meeting rooms or in the main exhibition space. Find out more about London's meeting and event venues on page 18.

For full Attractions & Sightseeing listings see our websites
londonandpartners.com/travel-trade
londonandpartners.com/convention-bureau

Opposite: EDF Energy London Eye

- 1 St Paul's Cathedral
- 2 Buckingham Palace

Museums & Galleries

London has more museums than any other city in the world – many of them offering free entry – and a host of world-class artworks. With something to inspire every visitor, putting together an exciting and unique itinerary is easy.

Many London museums and galleries offer translated material and audio guides for international visitors

London's museums and galleries are some of the most exciting and diverse in the world. Complementing the city's 11 national museums, which offer free entry to permanent collections, are hidden gems specialising in maritime history, medicine and music. There are also a wide variety of smaller themed museums, and ever-changing and innovative new exhibitions. All this allows you to offer your group great cultural experiences, many with free or low-entry costs.

Heritage and history

Give your clients a unique insight into the capital with a visit to the Museum of London and its sister museum in London's Docklands. Both provide atmospheric recreations of the city's history and explanations of its constant regeneration, while the Royal Museums Greenwich showcase the UK's maritime heritage and the Royal Observatory includes the Prime Meridian Line 'where time begins'. Fashionistas and design buffs will enjoy the Victoria and Albert Museum for clothes and craftsmanship. Or you can go inside Tower Bridge for its This Is London and Bridges exhibitions.

For younger visitors, London's museums provide unique trails and interactive content. Try the Science Museum for plenty of buttons to press, the Natural History Museum to stand under the mighty Diplodocus skeleton, and the British Museum's Egyptian Gallery for mummies and artefacts. Meanwhile, the newly refurbished Imperial War Museum brings to life the trenches of the First World War, plus many other interesting exhibits.



Opposite page: Tate Modern

1 Victoria and Albert Museum

2 The Great Court, British Museum

For full Museums & Galleries listings see our websites
londonandpartners.com/travel-trade
londonandpartners.com/convention-bureau



Ancient and modern art

London's galleries exhibit the best of the old and the new. Art lovers can enjoy a bespoke tour of Tate Britain and its sister Tate Modern, with a relaxing boat trip in between allowing visitors to take in further sights along the Thames. Other cultural fixes include the multi-disciplinary Southbank Centre, with its Royal Festival Hall built to mark the 1951 Festival of Britain. The centre is set for a £120 million revamp, and hosts dance and music performances and summer festivals, plus year-round restaurants and bars, markets and shops.

Lesser-known galleries and museums can deliver interesting surprises, such as the Wellcome Collection's medical paraphernalia, or the Foundling Museum. The Royal Academy of Arts, Courtauld Gallery, The Queen's Gallery and the Wallace Collection house superb works of art. There are also many famous artworks that you can see free in London such as Rodin's sculpture The Kiss plus Rothko and Warhol artworks at Tate Modern, and Van Gogh's Sunflowers at the National Gallery. You can view British art from 1500 to present at Tate Britain including renowned art by Gainsborough and Turner, or see famous faces at the National Portrait Gallery.

Bespoke tours and discounts

There has never been a better time to bring a group to London's galleries and museums, thanks to bespoke tours and behind-the-scenes access. Many of London's museums offer free familiarisation visits for group organisers, discount rates for groups, and coach parking.

The art world is constantly changing too. Your group could be among the first to experience an exciting new extension to the British Museum opening in 2014, a new location for the Design Museum in 2014, and an extension to Tate Modern due in 2016.

Dedicated dining

London's museums and galleries offer a variety of dining options, ranging from well-priced cafés to top-end restaurants with picture perfect views of the capital. Round off a visit to the V&A with food in the beautiful original refreshment rooms, or visit the Tate Modern restaurant or the Portrait restaurant at the National Portrait Gallery for stunning views. Dine at the Sculpture Garden at the Wallace Collection and your guests can marvel at the fantastic glass roof. It is easy to pre-book meals for groups at these venues, providing a satisfying and sociable end to a cultural trip.

Exciting events

Whether in the inspiring period rooms of the National Maritime Museum or amid the Guildhall Art Gallery; among the double-decker buses at the London Transport Museum or the reconstructed warehouses of the Museum of London Docklands, a drinks party or reception hosted at one of London's museums creates an unforgettable impression. London's museums and galleries, including the National Gallery and National History Museum, offer flexible meeting spaces for receptions, parties or corporate meetings and conferences, in dedicated meeting rooms or in main exhibition spaces.

Shopping

In London, the best shopping the world has to offer is available from historic department stores, cutting-edge malls, flagship stores and vibrant markets. Your clients should leave space in their luggage for some amazing purchases, including fashion, crafts, food and gifts, showcasing the very best of London style.



Check out museum and gallery gift shops for unique presents and souvenirs

With top brands, one-of-a-kind boutiques, souvenirs and high-end fashion, even the most discerning shoppers will find their perfect purchase in London.

Top shopping areas

Oxford Street is the most popular shopping street in Europe, home to the flagship stores of numerous major British brands including Selfridges, Marks & Spencer and John Lewis. London's main shopping area centres around here and adjoining Bond Street and Regent Street. Here, your clients can find the greatest variety of clothes, bags and homeware alongside upmarket brands such as Chanel, Louis Vuitton, Gucci, Versace and Tiffany. Carnaby, Seven Dials and St Martin's Courtyard also offer a range of boutiques, while St James's and Piccadilly are home to genteel traditional shops and elegant shopping arcades such as Burlington Arcade. Nearby Mayfair is home to Savile Row and Jermyn Street, famous for bespoke British tailoring.

Up-to-date shopping centres

London's two Westfield shopping malls, to the west in Shepherd's Bush and near the former Olympic site to the east in Stratford, provide travellers with convenience and luxury retail on a huge scale, as well as a vast range of cafés and restaurants for refuelling. Groups will appreciate dedicated coach pick up and drop off areas, and a concierge service speaking 26 different languages.

One New Change in the City of London next to St Paul's Cathedral offers 60 stores, plus a roof terrace with great views of the London skyline. Canary Wharf offers great shopping and eating in its four malls including Canada Place and Jubilee Place. Meanwhile, the dramatic new Park House on Oxford Street promises to become an exciting new shopping destination.



Iconic department stores

Harrods, Liberty and Selfridges: London's historic department stores are known the world over. Your clients will find opulent British style, fine food and an unforgettable shopping experience. For the very best for the children in your group, try Hamleys on Regent Street, the world's largest toy store, where experts demonstrate the most desirable new gadgets. You can pick up delicious foods and gifts at Fortnum & Mason, the Queen's grocer, trading since 1707.

Creative boutiques

London's smaller boutiques stock some of the best, limited-edition British design. Encourage your group to step through the arch into Carnaby Street, made famous in the Swinging Sixties. Here they will find an intriguing mix of independent designers and fashion-forward labels including William & George, Monki and Bolongaro Trevor. Nearby streets such as Kingly Street also have great shops, bars and cafés.

Bargain buys

London's high streets are packed with fantastic fashion without the designer price tag. Check out Primark, Zara and Uniqlo for creations inspired by outfits that strutted the catwalk just weeks ago. If you are looking for a unique add-on for your group, help them save with a Shop & Dine London + Tourist tastecard package. This offers discounts at hundreds of shops and thousands of restaurants in central London. The package is available to the travel trade at net rates.

Opposite: Bond Street

1 Westfield London – Conciierge

2 Columbia Road Flower Market



London markets

Featuring fresh food and the latest street fashion, London's markets offer a buzzy introduction to city life. Hire a guide to help your group find the bargains at these favourites:

Old Spitalfields Market: newly regenerated and just five minutes' walk from the City of London, Spitalfields offers a huge range of stalls and shops featuring vintage and crafts, seven days a week

Borough Market: a joy for foodies situated under the railway arches near London Bridge station, this is the source for true British fare. Open Thursday to Saturday

Covent Garden: this pretty 19th-century piazza is home to three bustling markets that sell everything from handbags to crafts

Portobello Road Market: one of London's most famous markets, noted for antiques but also offering fashion, music and other collectibles. Best on Fridays and Saturdays

The buzzing and famous **Camden markets** are open almost every day of the year

The craft market in **Greenwich** is good to combine with local sightseeing

Columbia Road Flower Market: London's most beautiful market sells flowers and plants on Sunday mornings

Tax-free shopping

Many clients travelling from abroad will find London's stores even better value, thanks to an option to claim back tax through companies such as Global Blue and Premier Tax Free. VAT, a 20 per cent sales tax levied on most goods and services, can be reclaimed by many visitors. A tax-free shopping sign on the door will indicate whether a store participates in the scheme.

Events

Some iconic London shops have unique spaces for holding events. See our website for meeting space details

For full Shopping listings see our websites
londonandpartners.com/travel-trade
londonandpartners.com/convention-bureau

Entertainment & Leisure

Give your clients an itinerary to remember with London's entertainment and leisure scene. West End spectaculars, musicals, plays, gigs, events and festivals – as well as nights out at clubs and casinos – are easily booked; and organising time for relaxation is equally straightforward, thanks to an array of green spaces and spas.



London's shows and concerts are the world's hottest tickets. Award-winning long-running musicals such as *The Lion King*, *Phantom of the Opera*, *Billy Elliott* and *Wicked* vie for attention alongside headline-grabbing new productions from the National Theatre and the return of the critically-acclaimed *War Horse*.

The Southbank Centre holds seasonal arts festivals, and dance and music performances at the Royal Festival Hall, while the city is top of the list for all major tours and concerts. Add glitzy casinos and premium sporting events to the mix and putting together a rich entertainment itinerary is simple. For quieter leisure time, London's parks and River Thames offer the best of nature in the middle of the city, while top-notch spa treatments and pools leave guests feeling relaxed.

Theatre and music

Put your clients on the edge of their seats with a constantly changing variety of exciting new productions, or dazzle them with musical exploits such as the return of *Miss Saigon*. Visitors can regularly see celebrities such as Daniel Radcliffe, Benedict Cumberbatch and Vanessa Redgrave on stage, and visit unique theatres ranging from the Old Vic, to intimate performance spaces in pubs. The trend for interactive theatre, pioneered by Punchdrunk and Dreamthinkspeak, gives your group the exciting opportunity to walk through the performance, talking to the actors as they go. Clients can pick up bargain tickets for West End shows at the TKTS booth in Leicester Square.

London theatre is especially good value for groups, with packages including a meal in a nearby restaurant adding greater savings, or a drinks reception in the theatre adding to the experience. The Royal Opera House offers group discounts of up to 40 per cent, while the renowned Sadler's Wells dance



house offers 20 per cent discounts for adult groups and even greater savings for parties of young people. London's amazing venues for bigger concerts and events include Wembley Stadium, Hyde Park and the Olympic Stadium. London also has music performances every evening at smaller venues including the O2 Academy gig venues, pubs in Camden, and jazz clubs such as Ronnie Scott's and Dover Street Restaurant & Bar.

Glitz and glamour

There is nothing like a night out in London to bring out the inner James Bond. Your group can view 007 in action from VIP cinema seats in Leicester Square, or sip martinis at the Hippodrome Casino, where you can book elegant private events with access to gaming tables, learn how to play sessions, cabaret shows and private dining. Finish off the evening at the iconic Ministry of Sound club or a London cocktail bar to leave them both shaken and stirred.

Sporting specialities

Sporting events in London combine top-class games and entertainment. Book a day at the Barclays ATP World Tour Finals for great group offers; enjoy football at Wembley Stadium, or Fulham, Arsenal or Chelsea Football Clubs, or rugby at Twickenham. Enjoy the sound of leather on willow with a cricket match at Lord's, or strawberries and cream on Centre Court at Wimbledon. Venues that hosted the spectacular London 2012 Games, such as those in the Queen Elizabeth Olympic Park, continue to host great sporting events.



Relaxation

London's luxury hotels are home to excellent spas that help you make the most of precious downtime. Book the May Fair Spa for the latest treatments, or try East River Spa conveniently located near Canary Wharf, for panoramic views and the crystal steam room, at the Radisson Blu Edwardian New Providence Wharf.

The great outdoors

More than a third of London is green space allowing your group to enjoy London's natural beauty. London's famous Royal Parks are free for everyone, offering playgrounds for the younger members of your party, together with water features and wildlife including pelicans and deer.

See deer in the park at Richmond in South West London, or enjoy green open spaces and historical attractions in Greenwich Park. Walk along the tow paths of London's canals, take a boat trip to Little Venice, or visit beautiful Hampstead Heath. Even in London's financial district the City of London, green spaces abound, including Postman's Park and Bunhill Fields, the resting place of William Blake.

Holding an event

Many of London's theatres, nightclubs and sporting venues have unique meeting rooms and spaces to create a cultured and unique atmosphere for your event.



Opposite: Queen's Theatre, West End

- 1 Wimbledon
- 2 'Midnight Tango' at the Aldwych Theatre
- 3 Regent's Park in full spring bloom

For full Entertainment & Leisure listings see our websites
londonandpartners.com/travel-trade
londonandpartners.com/convention-bureau

Restaurants, Bars & Pubs

There are more than 8,000 restaurants in London, so you will always be able to find a great restaurant to suit your group. London boasts more than 60 Michelin-starred restaurants, as well as having a wide choice of mid-priced restaurants, and serves international cuisine from some 70 different countries.



Your clients can sample amazing menus from celebrity chefs such as Jamie Oliver, Gary Rhodes, Heston Blumenthal and Gordon Ramsay, or visit the latest pop-up bars. Make sure they leave time for British favourites too, such as fish and chips and other classic British cuisine, afternoon tea, or traditional pubs.

For showstopping events, secret supper clubs, stylish meeting rooms and fine drinking, London's restaurants and bars will always impress. Aqua Shard and Hutong, recently opened in the iconic Shard building, offer stunning views and cutting-edge cuisine. The city's international street food scene goes from strength to strength – the West End and Soho have lots of street food and small plate restaurants for gourmet burgers, pizza, tapas, Mexican and Asian cuisine, providing fresh, authentic fare that is perfect for those on the go.

Or choose from quirky restaurants such as the high tech décor and Japanese food at Inamo St James, or the jungle-themed Rainforest Café, or speciality cuisine at for example The Cinnamon Club (Indian) or Albannach (Scottish).

In London your clients will discover:

Dining on their doorstep

London's vibrant restaurant scene means that wherever your group stays, or wherever the conference takes place, they will find food and drink to delight. Central hotspots such as St Martin's Courtyard, Carnaby Street and Seven Dials offer a range of independent eateries and bars. Those staying near the Eurostar terminal will enjoy Golden Arrow near the beautifully restored St Pancras International station, which offers a vast list of wines paired with exquisite dishes. Near Canary Wharf's financial district, try Cinnamon Restaurant and Bar for smart yet unstuffy dining. If your clients are staying by Heathrow Airport, Trunk Restaurant in the Radisson Blu Edwardian Heathrow hotel is a must-visit thanks to its eclectic internationally-inspired menu. Or your clients can eat at new restaurant Scoff & Banter, at the Radisson Blu Edwardian Hampshire in Leicester Square.

For full Restaurants, Bars & Pubs listings see our websites
londonandpartners.com/travel-trade
londonandpartners.com/convention-bureau



Afternoon tea

With tea in a pot, scones with cream and jam, finger sandwiches and dainty cakes, nothing could be more British than afternoon tea in London. From the Savoy to Claridge's, London offers some top afternoon teas. Please note that advance booking is often essential and smart dress codes may apply.

Value eats

London's cafés, bars and pubs provide great atmosphere at good prices. Try Mayfair's Sports Bar for pizzas and homemade burgers, or the George & Dragon pub in West Brompton for traditional fare, while Fire & Stone offers good value pizza, and Spaghetti House and Masala Zone provide filling, fresh and authentic food. If your group is off to the theatre, pre or post-show meals are often great value and can be combined as a package with a show.

Dine on the river

The River Thames is a beautiful setting for a meal. Book a Bateaux London or City Cruises trip to feel the gentle swell of the water while dining, or sipping afternoon tea or sunset drinks. You can hire an entire boat for parties of more than 65. Or try the RS Hispaniola, a permanently moored boat boasting fabulous views of the Houses of Parliament.

Bars & pubs

A night out at one of London's many bars will be a bonding experience for your group. They can enjoy creations from expert mixologists at the May Fair Bar, or a private cocktail party at Dirty Martini Covent Garden. Or your party may like to sample a pint in a traditional pub, a real British institution. With fascinating history and quirky original features, London's pubs offer refreshments and food in traditional surroundings, often with a bit of local legend thrown in for good measure.

Opposite: Royal Exchange Grand Café

- 1 London pub
- 2 Alfresco food and drink



Meals with a view

These restaurants offer spellbinding views of the capital and a chance to take in the city at sunset and nightfall.

- **Galvin at Windows Restaurant:** set on the 28th floor of the London Hilton on Park Lane and offering stunning views across the capital
- **Minako at the Met:** enjoy an Asian fusion menu at one of London's highest restaurants
- **Azura Bar and Restaurant:** with floor-to-ceiling river vistas and al fresco dining, this Canary Wharf favourite shows off London's Docklands
- **Sushi Samba and Duck & Waffle** in Heron Tower offer great views, stylish décor and delicious original food
- **Skylon:** on the South Bank offers lovely views over the River Thames

Bespoke meals and events

London's restaurants and bars deliver unforgettable experiences for both leisure groups and business events and receptions. Try Hawksmoor Guildhall for delicious steaks in amazing wood-panelled surroundings, while the D&D London group of restaurants, including Orrery and Quaglino's to name just two, offer high-quality dining across London with a choice of cuisines. Grand locations for an à la carte meal include Oxo Tower Restaurant, Babylon at Kensington Roof Gardens and Homage at the Waldorf Hilton.

For a complete evening out try one of more than 30 Late Night London venues such as Grace or Opal, which both offer dinner, receptions with drinks and canapés, and dance floors where your party can make a night of it. For something truly different, organise a four-course banquet complete with jugglers and costumes for your group at the Medieval Banquet near the Tower of London.

Tourism & Event Services

London is the world's best destination for visitors and events and offers unbeatable support for those seeking to organise exciting and rewarding experiences and itineraries.



By liaising with London & Partners you can access talented and professional companies, suppliers and experts, with outstanding track records of arranging exciting leisure trips and successful business events.

London was voted Best Visitor Destination by Tripadvisor in 2012 thanks to its great attractions, while the city's official convention bureau – part of London & Partners – tops international rankings. Tap into the expertise of the city's top itinerary planners, destination and event companies and ticket agents to ensure that your London experience runs smoothly.

On-the-ground experts

London's dedicated destination management specialists are the key to experiencing the city. A personalised tour of historic pubs or perhaps a night under canvas at ZSL London Zoo? These unique moments are only possible thanks to experts such as Spectra and Wedgewood, who can give you exclusive access to remarkable one-off experiences. Or let Brook Green arrange its innovative James Bond Corporate Challenge for your clients, enjoying team-building activities as they explore the city.

Tour operators such as Superbreak Mini-Holidays can help with many aspects of planning a trip for your clients. Many tour operators can take your party on private trips of London.

The **London & Partners** teams can assist you in suggesting experiences for your guests as well as recommending incoming tour operators and wholesalers that can help you to build the very best itinerary.

Event wizards

London's event planners can create the greatest spectacles, as the world saw in 2012 – from the Olympic and Paralympic Games' awe-inspiring Opening and Closing Ceremonies, through to the fantastic shows and events that made up the Cultural Olympiad.

A full gospel choir or an Arabian party featuring snakes and camels is all in a day's work for London event management companies, such as Awesome Events, which can secure access to incredible venues such as the circus-style Bloomsbury Big Top. Timebased Events can book some of London's most coveted spaces, including the marquee in Berkeley Square, Mayfair, while Create can wow your guests at the Pavilion at the Tower of London. Your visitors can see the capital in a whole new light with Wildgoose Treasure Hunts, which can arrange a hunt around the city on a vintage bus or by traditional London taxi, or try their new GPS treasure hunt.

London is a foodie hub and the city's caterers serve some of the finest fare in the world. Try Blue Strawberry, Global Infusion Group or Zest Caterers, to name just a few. Your party can also sample British classics with a twist from Searcys, which also provides access to breathtaking venues across the city including the Gherkin, the British Museum and Inner Temple.

Quality essentials

Ensuring your clients touch down and get started with minimum fuss is simple thanks to London's experts. The Post Office should be the first stop for those who need to change their currency into sterling: it offers highly competitive rates and charges no commission, with branches throughout the capital.

For tax-free shopping, Global Blue and Premier Tax Free ensure that visitors get the very best value in their shopping expeditions.

For companies planning an event in London, reclaiming VAT on event expenses can make the city even better value. London & Partners' expert supplier BRAL can advise on whether this is possible for you. See londonandpartners.com/convention-bureau for more information.

Make sure you have appropriate insurance in place to help protect your event in the face of unforeseen circumstances. A tailored Hiscox Event Insurance policy can help protect against the unexpected.

Major Events

If you are planning a major sporting or cultural event, London's service providers are on hand. Icon, which provided the venue and city branding for the London 2012 Games, can put its event branding expertise to work on your event, while SMG/YouGov can provide the consumer insights you need to make it a success.

There are many more types of companies you can connect with in London to ensure your client's trip or event is a success.

Whichever service you require, just ask the **London & Partners** teams to recommend vetted, high-quality professionals, or search the company listings on our websites.



Opposite: National Gallery, Trafalgar Square

1 Central Hall Westminster

For full Tourism & Event Services listings see our websites
londonandpartners.com/travel-trade
londonandpartners.com/convention-bureau

What's on in 2014

Enjoy the best of London by taking part in these unmissable events. There is always so much going on in London.

January

New Year's Day Parade

1 January
From Piccadilly W1 to Parliament Square SW1
londonparade.co.uk

Tullett Prebon London Boat Show

4-12 January
ExCeL London E16
londonboatshow.com

London Art Fair

15-19 January
Business Design Centre N1
londonartfair.co.uk

NBA Global Games

16 January
Atlanta Hawks v Brooklyn Nets
The O₂ Arena
theo2.co.uk

February



Chinese New Year
2 February
Central London
chinatownlondon.org

The Carole Nash MCN London Motorcycle Show

14-16 February
ExCeL London E16
londonmotorcycleshow.com

London Fashion Weekend

Somerset House WC2
londonfashionweekend.co.uk

Children's Festival

15-23 February
Various locations
london.gov.uk

March

Maslenitsa Russian Festival

2 March
Trafalgar Square WC2
maslenitsa.co.uk

Ideal Home Show

14-30 March
Earls Court SW5
idealahomeshow.co.uk

St Patrick's Day Parade and Festival

16 March
From Green Park W1 to Trafalgar Square WC2
london.gov.uk

BADA Antiques & Fine Art Fair

19-25 March
The Duke of York Square SW3
bada-antiques-fair.co.uk

April

BNY Mellon Oxford & Cambridge Boat Race

6 April
On the Thames, from Putney SW15
to Mortlake SW14
theboatrace.org

Virgin London Marathon

13 April
From Greenwich SE10 to the Mall SW1
virginlondonmarathon.com

Feast of St George

21 April
Trafalgar Square WC2
St George's Day Events

Around 23 April
Various locations
london.gov.uk

May

Grand Designs Live London 2014

3-11 May
ExCeL London E16
granddesignslive.com

Vaisakhi

4 May
Trafalgar Square
london.gov.uk

FA Cup Final

17 May
Wembley Stadium HA9
wembleystadium.com



**RHS Chelsea
Flower Show**
20-24 May
Royal Hospital
Chelsea SW3
rhs.org.uk

June

West End Live – Theatre Showcase

Trafalgar Square WC2
westendlive.co.uk

MINT Polo in the Park

Hurlingham Park SW6
polointheparklondon.com

Jewellery Week

6-15 June
jewelleryweek.com



Royal Ascot
17-21 June
Ascot Racecourse
SL5
ascot.co.uk

Taste of London

19-22 June
Regent's Park W1
tastefestivals.com/london



Wimbledon
23 June-6 July
All England Lawn
Tennis Club SW19
wimbledon.org

Masterpiece London 2014

26 June-2 July
Royal Hospital Chelsea SW3
masterpiecefair.com

Royal Academy of Arts Summer Exhibition

June-August
royalacademy.org.uk

Pride London

28 June
londoncommunitypride.org

For up-to-date
information on these
events and many
more, see the
Events Calendar on
visitlondon.com

July

Tour de France Grand Depart

7 July
East & Central London

Hampton Court Palace Flower Show

8-13 July
rhs.org.uk



The Proms

July-September
bbc.co.uk/proms

August



RideLondon

9-10 August
Queen Elizabeth
Olympic Park E20
and across London
ridelondon.co.uk

Buckingham Palace Summer Opening

August-September (dates tbc)
royalcollection.org.uk

The Tetley Challenge Cup Final

Wembley Stadium HA9
rugbyleaguetickets.co.uk



Notting Hill Carnival

24-25 August
thelondonnottinghillcarnival.com

Eid

Trafalgar Square
london.gov.uk

September

The Mayor's Thames Festival/ River Month

1-30 September
thamesfestival.org

Falmouth to Royal Greenwich Tall Ships Regatta

5-9 September,
royalgreenwich.gov.uk/tallships

Cake & Bake Show

12-14 September
Earls Court Brompton Hall SW5
thecakeandbakeshow.co.uk

Great River Race

27 September
From Docklands E14
greatriverrace.co.uk

London Fashion Weekend

Somerset House WC2
londonfashionweekend.co.uk

Open House London

openhouselondon.org.uk

London Design Festival

Various locations
londondesignfestival.com

Liberty Festival

london.gov.uk

October

Chocolate Week

chocolateweek.co.uk

London Restaurant Festival

londonrestaurantfestival.com

Black History Month

black-history-month.co.uk

Frieze Art Fair

Regent's Park NW1
friezeartfair.com

BFI London Film Festival

bfi.org.uk/lff

NFL International Series Game and Fan Activity

Wembley Stadium
wembleystadium.com

Diwali Festival

Trafalgar Square
london.gov.uk

November

Lord Mayor's Show

City of London
lordmayorsshow.org

Bonfire Night

Various locations
visitlondon.com

Barclays ATP World Tour Finals

Starts 10 November
The O₂ SE10
visitlondon.com

Taste of Christmas

21-24 November
Tobacco Dock
tasteofchristmas.com

Winter Wonderland

November-January
Hyde Park W1
hydeparkwinterwonderland.com

December



Ice skating

Various locations
visitlondon.com

Christmas at Kew Royal Botanic Gardens

Kew TW9
kew.org

Statoil Masters Tennis

Royal Albert Hall SW7
statoilmasterstennis.com

New Year's Eve Fireworks

london.gov.uk
visitlondon.com

For details of all royal ceremonies, see
royal.gov.uk

Always check the date and venue with the organisers. Where no date is marked, go to visitlondon.com for details

Transport

Here you'll find details of the various types of transport available, giving information on getting in from the airports and around London

With so many ways to get to and around London, sightseeing and holding an event here has never been easier.

Our visitors' website visitlondon.com is a valuable source of information. Just click on Traveller Information for lots of information on public transport and a route planner to show the way to particular areas or attractions.

Also see the Tube, bus and river maps on pages 38-39.

GETTING HERE

For a map of London airport locations, see page 38.



Our visitor website visitlondon.com is a valuable source of travel information.

London Heathrow Airport (LHR)

T: +44 (0)844 335 1801
heathrowairport.com

To London by Tube

The Piccadilly line connects all five Heathrow terminals with central London. Fares from £5.50 single (from £3.00 with an Oyster card); journey time about an hour.
tfl.gov.uk/tube

To London by rail

Heathrow Express runs four nonstop trains an hour to and from London Paddington station.

Fares from £20.00 single; journey time 15-20 mins (Travelcards and Oyster cards not valid).

T: +44 (0)20 8750 6640
E: heathrowexpresssales@baa.com
heathrowexpress.com

Heathrow Connect runs between Heathrow and Paddington via five stations in West London.

Trains run every 30 mins. Fares from £9.50 single; journey time 25 mins (Travelcards and Oyster cards not valid).
heathrowconnect.com

To London by coach

National Express runs at least one coach per hour to Victoria Coach Station. Fares from £6 single; journey time 40 mins.
nationalexpress.com

To London by bus

There are no direct bus services to central London by day. However, Night Bus N9 runs to Aldwych via Trafalgar Square and High Street Kensington. Services every 20 mins. Fare £2.40 single (£1.40 with an Oyster card); journey time around 1 hr 5 mins.
tfl.gov.uk/buses

London Gatwick Airport (LGW)

T: +44 (0)844 335 1802
gatwickairport.com

To London by rail

Gatwick Express runs four trains an hour to Victoria station. Fares from £19.90 single; journey time 30 mins. Check website for departure times.

T: +44 (0)845 1722 920
E: customerservices@gatwickexpress.com
gatwickexpress.com

Southern operates three trains hourly to Victoria station. Fares from £14.40 single; journey time around 40 mins.

southernrailway.com

First Capital Connect runs up to four trains an hour to Blackfriars/London Bridge. Fares from £14.40 single; journey time 35 mins.
firstcapitalconnect.co.uk

To London by coach

There are up to two coaches per hour to Victoria Coach Station run by National Express Coaches.

Fares from £8.00 single; journey time 1 hr 30 mins.
nationalexpress.com

easyBus runs a service every 20 minutes to Earl's Court/West Brompton. Online fares from £2 single, walk-up fares £10. Journey time 1 hr 5 mins.
easybus.co.uk

You can also take taxis from and to all airports – check airport websites for details

London Luton Airport (LTN)

T: +44 (0)1582 405 100

london-luton.com

Luton Airport Parkway railway station is near the airport, and a regular shuttle bus service connects them. Fares included in rail ticket price; journey time 10 mins.

To London by rail

First Capital Connect operates up to eight trains an hour to St Pancras International, Farringdon and City Thameslink. Fares from £13.90 single; journey time from 35 mins.

firstcapitalconnect.co.uk

East Midlands Trains operates a regular rail service to St Pancras International. Fares from £13.90 single; journey time from 23 mins.

eastmidlandstrains.co.uk

To London by coach

Green Line operates up to four coaches an hour to Baker Street, Marble Arch and Victoria. Fares from £10 single; journey time 1 hr 15 mins.

greenline.co.uk

easyBus operates up to four coaches an hour to Baker Street (1 hr 10 mins), Marble Arch (1 hr 20 mins) and Victoria (1 hr 20 mins) and two per hour to Earl's Court (1 hr). Online fares from £2 single.

easybus.co.uk

London City Airport (LCY)

T: +44 (0)20 7646 0088

londoncityairport.com

To London by DLR

The airport is situated in East London near the ExCeL London centre and Docklands and has a dedicated station on the Docklands Light Railway. Fares from £4.50 (from £2.80 with an Oyster card); journey time around 22 mins to Bank.

London Stansted Airport (STN)

T: +44 (0)844 335 1803

stanstedairport.com

To London by rail

Stansted Express operates up to four trains an hour to Liverpool Street. Fares from £23.40 single; journey time from 45 mins.

T: +44 (0)845 600 7245

E: customerrelations@greateranglia.co.uk

stanstedexpress.com

To London by coach

National Express runs three coach services an hour into Golders Green, Baker Street and Victoria. Up to two coaches an hour run to Stratford and Liverpool Street. Fares from £10.

nationalexpress.com

easyBus runs a service every 20-30 mins to Baker Street Tube station (1 hr 15 mins). Online fares from £2 single, walk-up fare £10.

easybus.co.uk

Terravision Express Shuttle runs up to two coaches an hour to Liverpool Street and Victoria Coach Station and Stratford. Fares from £6 single; journey time 55 mins to Liverpool Street, 1 hr 15 mins to Victoria and 50 mins to Stratford.

terravision.eu

Arriving by Eurostar™

T: +44 (0)8432 186 186

E: new.comments@eurostar.com

eurostar.com

Daily services from Paris (journey time 2 hrs 15 mins) and Brussels (1 hr 55 mins) bring travellers to St Pancras International – connecting into the National Rail network and the Transport for London bus and Underground systems.



A British Airways Airbus A380



London Heathrow Airport Terminal 5



Eurostar train at St Pancras International

GETTING AROUND

Travel information

The Transport for London (TfL) website tfl.gov.uk provides information on all modes of London transport, see tfl.gov.uk/gettingaround

For 24-hour travel information, call +44 (0)843 222 1234.

TfL also has a network of Travel Information Centres in stations throughout the city at King's Cross, Euston, Piccadilly Circus, Heathrow Airport, Victoria and Liverpool Street. These are great points of contact for visitors who need to plan their onward journeys. For locations, see visitlondon.com/welcome

Available in 19 languages, Journey Planner is a useful tool that tells you the best routes to and from specific locations, by rail, Tube, bus or on foot. See tfl.gov.uk/journeyplanner

For further information on London's attractions, and to plan your own itineraries online, go to visitlondon.com/explorer

Underground

There are 11 colour-coded Tube lines. Most operate from 05.00 to 00.30 Mon-Sat, and from 07.30 to 23.30 on Sun. It's cheaper and less crowded to avoid the rush hour and travel after 09.30 on weekdays. The network is divided into nine zones with different fare structures. Before your journey always check whether there are any planned engineering works, especially at weekends. Call +44 (0)843 222 1234. tfl.gov.uk/tube

Buses

Some routes are especially good for sightseeing, such as 8 and 11, and services 9 and 15 use heritage Routemasters (old-style red double deckers) during the day. Most bus services operate from 05.00 to 00.30 daily, with many routes operating 24-hour services.

Tickets must be purchased before boarding a bus in central London. They are available from ticket machines at bus stops and cost £2.40; visitors may find it easier and cheaper to use an Oyster card at £1.40 per bus journey. tfl.gov.uk/buses

Docklands Light Railway

The Docklands Light Railway (DLR) serves Bank, Tower Gateway, Docklands and Greenwich. Services operate from 05.30 to 00.30 Mon-Sat and 07.00 to 23.30 Sun. Tickets must be purchased before boarding a train. Travelcards and Oyster valid. tfl.gov.uk/dlr

National Rail

Trains are useful for reaching places not served by the Underground. The main central London train stations are Euston, Waterloo, Victoria, Paddington, King's Cross, St Pancras International, London Bridge, Liverpool Street and Charing Cross. There is a new high-speed train (previously known as the Javelin), which takes seven minutes between St Pancras International and Stratford International.

Note: train fares around the UK are often cheaper if you book ahead online. Call +44 (0)20 7278 5240 or +44 (0)8457 484 950. nationalrail.co.uk or thetrainline.com

Coaches

A network of UK and international coach services operates to and from Victoria Coach Station. nationalexpress.com or eurolines.co.uk

For information on driving coaches in London, charges and parking see tfl.gov.uk/coaches

River services

For information on the great places you can visit by boat, including prices and routes, check out visitlondon.com/river or tfl.gov.uk/river. Board a boat from piers along the Thames.

Emirates Air Line

Rising to a height of 90 metres, London's first cable car provides spectacular views across the city and a unique travel experience. Enjoy an exciting 1.1 kilometre journey across the Thames from Emirates Greenwich Peninsula, near The O₂ and North Greenwich Tube station, to Emirates Royal Docks, near Royal Victoria DLR station and the ExCeL London centre. For full details of flight times and fares, visit tfl.gov.uk/emiratesairline

Taxis

London's famous black cabs offer a safe, reliable door-to-door service. Taxis can be hailed on the street when the yellow taxi light is on and at designated taxi ranks. Fares are regulated, and all drivers and vehicles are licensed by Transport for London. All taxis are fitted with a wheelchair ramp and many have other accessibility features, so ask the driver if you need to use these. All taxis and minicabs carry assistance dogs at no extra cost. tfl.gov.uk/pco

Minicabs

All minicabs must be booked with a licensed company by telephone, email or in person at the companies' office. Unlike taxis, minicabs cannot be hailed on the street and drivers must not approach passengers directly. Unbooked minicabs are illegal, dangerous and uninsured. When using a minicab remember to always book with a licensed company, ask the driver to confirm your name and destination, sit in the back and carry a mobile phone. To book a minicab, visit tfl.gov.uk/findaride or text CAB to 60835 and the numbers for two local TfL licensed minicab companies will be sent to your mobile phone. tfl.gov.uk/cabwise

Congestion Charge

If your clients are driving in central London Mon-Fri 07.00 to 18.00 (except public holidays), they will need to pay the Congestion Charge. The charge is £10 a day if paid in advance or on the day of travel or £12 if paid by midnight the following day. If you register your vehicle for CC Auto Pay you will only pay £9 a day (a £10 per vehicle registration charge applies) and you won't have to remember to pay the charge. Payment of the charge or registration for CC Auto Pay can be made online at tfl.gov.uk/cc or by calling 0845 900 1234, or if calling from abroad +44 (0)20 7649 9122.

tfl.gov.uk/cc

Tickets to travel

Single tickets are available at ticket machines; however, it's almost always cheaper to get an Oyster card and pay as you go. Your clients can also purchase single tickets and Travelcards in advance at visitorshop.tfl.gov.uk

Oyster cards

Oyster is London's travel smartcard and is the easiest and cheapest way to pay to travel around London, whether your clients are using the Tube, bus, tram, DLR, London Overground, Emirates Air Line or National Rail services.

Ticket types

Oyster can store season tickets (Travelcards and Bus & Tram Passes) as well as pay-as-you-go credit for single journeys. Cards are reusable. When a Travelcard or Bus & Tram Pass expires, or the pay-as-you-go credit is getting low, your clients can add another season ticket or top up their credit at over 4,000 outlets in London. With pay-as-you-go, your clients can travel as many times as they like in a day and the daily price cap means that they will never pay more than the price of a Day Travelcard.

Where to buy

Your clients can save time by getting an Oyster card before they arrive in London at visitlondon.com/oyster or get one when they arrive from Tube or selected National Rail stations.

The travel trade can purchase Oyster cards at the VisitBritain online shop visitbritainshop.com

For event organisers who wish to pre-purchase Oyster cards for groups of more than 50 delegates, contact London & Partners at eventsolutions@londonandpartners.com

Please allow at least two months between request and delegates arriving in London.

All prices correct at time of going to print (September 2013), but are subject to change

Using Oyster

To ensure they pay the correct fare on Tube, DLR, London Overground and National Rail services, your clients must always touch in on the yellow card reader at the start of their journey and touch out at the end. On buses and trams they only need to touch in at the start. For further information about Oyster, including fares and using Oyster on River Services, Emirates Air Line and National Rail, go to tfl.gov.uk/tickets

Green London

The most environmentally friendly way to travel around the city is on foot or by bike.

In the past few years, millions of pounds have been invested in cycling in the city.

Barclays Cycle Hire is the easy way to cycle in central London. Just walk up to a docking station and hire a bike using your credit or debit card. There is a small access fee to hire bikes, and you'll pay a usage charge for how long you keep the bike – your first half hour is free. Find out more at tfl.gov.uk/barclayscyclehire

Walking is also a great way to see London. Walking between neighbouring central London Underground stations can be quicker than taking the Tube!

It's also a good idea to offset the carbon emissions created by a flight here. For more ideas on travelling green, go to visitlondon.com/green

Need a map?

Keep an eye out for the Legible London posts like this one (pictured right) on London streets. They're designed to help you find your way around. For more information, see tfl.gov.uk/legiblelondon

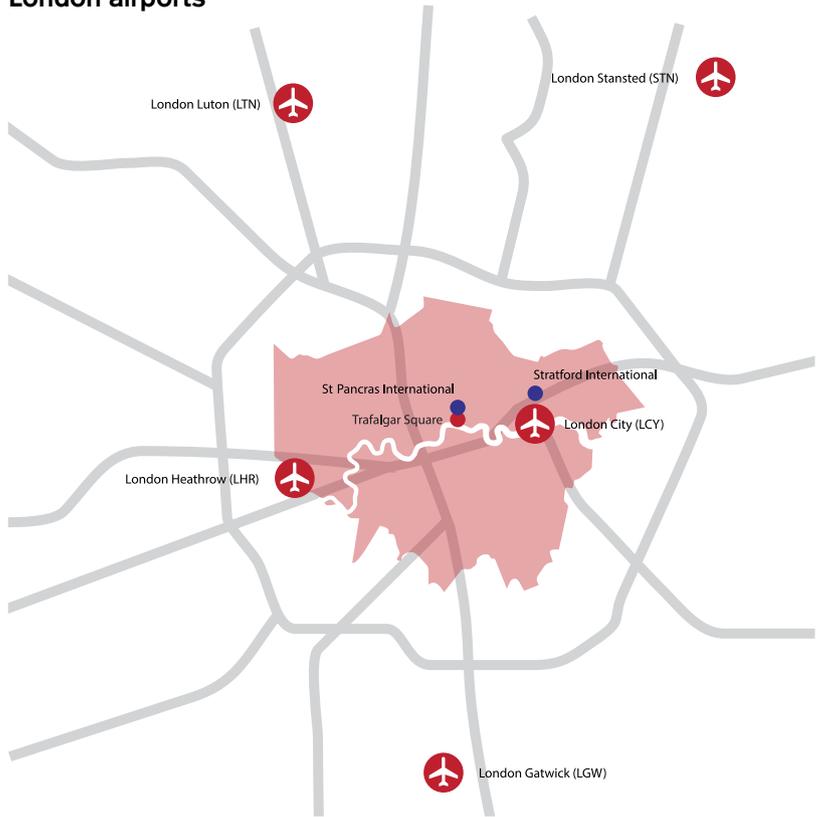


- 1 London Underground
- 2 Barclays Cycle Hire
- 3 Emirates Air Line cable car
- 4 Legible London wayfinder

Maps

These maps will help to plan travel around London whether by Tube, bus or river.

London airports



6-7 & 19: ©London Legacy Development Company,
 10, 1: ©Nikita Gusakov 12, 2: ©Justin Black,
 12, 3, & 13, 4: ©Ron Ellis. 19: ©Tim Hodges,
 27, 1&2, 32: ©Featureflash, 32: ©Michaels, ©Alison Henley,
 26, 33: ©Bikeworldtravel

Tube map



MAYOR OF LONDON

tfl.gov.uk

24 hour travel information
 0343 222 1234*

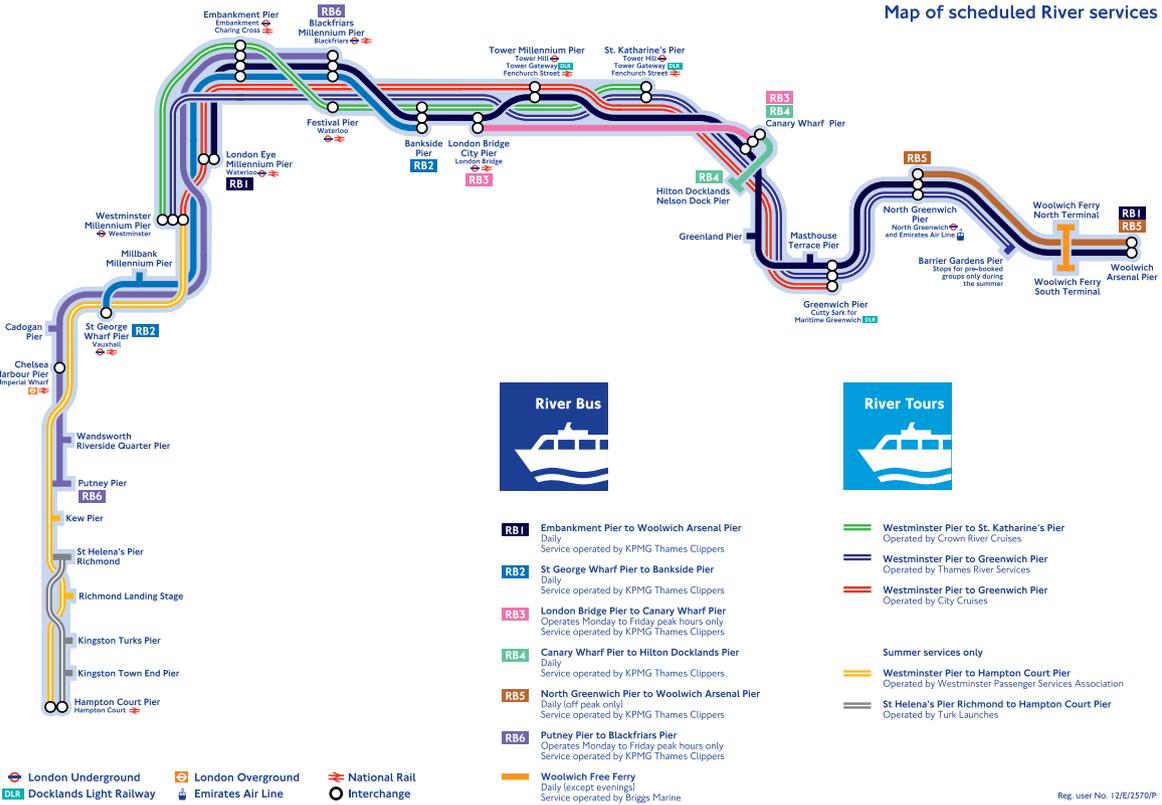
Sign up for email updates
tfl.gov.uk/emailupdates

[tfl](https://www.facebook.com/tfl) [tfl](https://www.instagram.com/tfl) [tfl](https://www.youtube.com/tfl) [tfl.gov.uk/socialmedia](https://www.tfl.gov.uk/socialmedia)

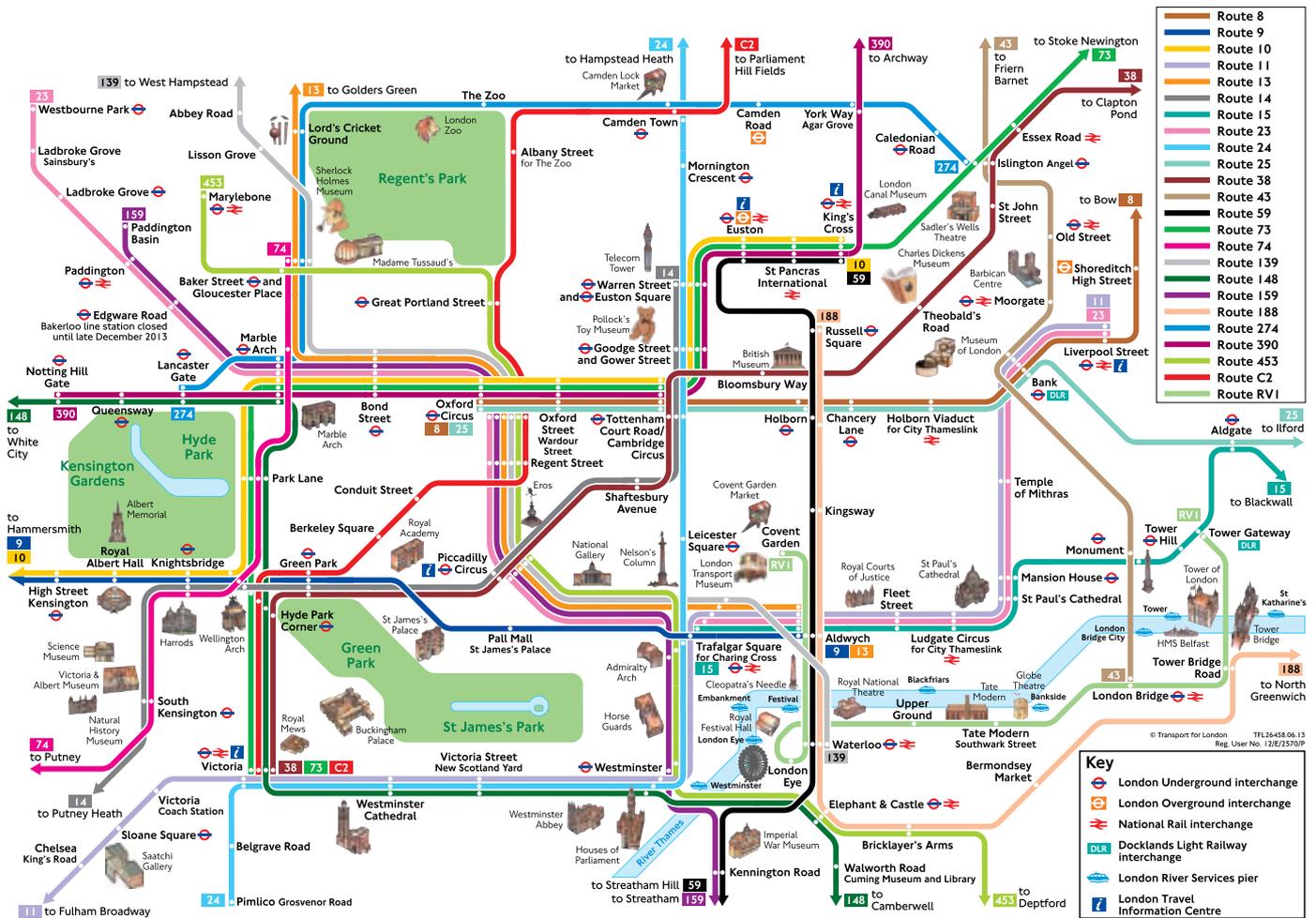
Transport for London



Map of scheduled River services



Key bus routes in central London



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