

What's New in London

This month we launched our new international consumer marketing campaign, **The London Story**, the city achieved a **record number of visitors** and we renewed our **partnership with New York City**.

Read on for **inspiration and ideas** from our partners to help you **plan for 2014**.



London & Partners Unveil New Marketing Campaign

[The London Story](#), London & Partners new international consumer marketing campaign, invites you to discover the unique and inspiring stories from the people who know London best. If you would like to be involved in the campaign and help spread The London Story, please email [Michelle McCracken](#),

London & Partners News



Record Number of Visitors to London

A record 7.9 million tourists visited London in the first six months of 2013, the best ever first half year tourism numbers in history according to the figures published from the latest International Passenger Survey (IPS).

[Read the full release](#)



London and New York Renew Partnership

The mayors of two of the greatest cities in the world have renewed their commitment to boosting tourism and business by encouraging visitor travel across the Atlantic between London and New York.

[Read the full release](#)



London Voted Best City in the World

London has been voted top city in the world following the results of an internationally renowned survey. The capital won first place for the city where visitors from different cultures felt it was easy to

fit in. [Read the full release](#)

Industry News



Mayor of London launches first official Chinese language website

The Mayor of London Boris Johnson has launched [london.cn](#), the official Chinese-language website for London, at the first public event of his trade mission to China. The site will be the definitive resource for prospective tourists and students, giving accurate and trustworthy advice and information to 600 million Chinese-speaking internet users.

[Find out more](#)



The Visitor Oyster Card

Boost your revenue and improve your customer offer by selling the Visitor Oyster Card, a smart card which allows visitors to London to travel more easily and cost-effectively on public transport within the capital. Earn up to 13% commission on the sales generated by ordering more than 100 Visitor Oyster Cards or join the Visit Britain affiliate scheme.

[Find out more](#)



Eurostar announces new direct service between London and Amsterdam

Eurostar recently announced direct services between London and Amsterdam will commence from December 2016. Plans are to run the service twice per day with the journey taking around four hours. Passengers can look forward to an attractive, convenient alternative to the airlines.

[Find out more](#)

Inspiration & Ideas from Our Partners

GALLERY: Tate Modern

Tate Modern will stage the first ever international, full-scale survey of the work of Mira Schendel (1919-1988) from 25 September 2013 – 19 January 2014. Schendel is one of Latin America's most important and prolific post-war artists. The show exemplifies how Tate is continuing to rethink and re-present the history of modern and contemporary art by showing artists who established their careers outside Europe and the USA.

[Find out more and book](#)

TOURS: The Original Tour – Special Promotion

At the request of their trade partners The Original Tour are repeating their popular promotion - giving customers TWO days for the price of ONE, with tickets extended to 48 hours validity until 28 February 2014. This great offer also includes a FREE River Cruise Upgrade to Greenwich! For more details contact Louise Dolan on louised@theoriginaltour.com / 020 8877 2107 or visit theoriginaltour.com

ATTRACTIONS: ZSL London Zoo welcomes tiger cub!

After a pregnancy lasting approximately 105 days and a six-minute labour, five-year-old Sumatran tiger Melati gave birth to a single cub at 9:22pm on Sunday 22 September. The cub was born exactly six months after the opening of the brand new Tiger Territory exhibit, designed to encourage breeding of this critically endangered sub-species.

[Find out more and book](#)

ATTRACTIONS: Hogwarts in the Snow

The most magical snowfall of the season will take place at Warner Bros. Studio Tour London – The Making of Harry Potter this year when the breathtaking Hogwarts castle model is covered in a blanket of snow. Visitors will get the chance to see the castle as it has never been seen before, with its iconic festive look recreated for the first time.

[Find out more and book](#)

MUSEUMS: IWM Undergoes a Major Transformation

Imperial War Museums will be acknowledging the centenary of the First World War with a vibrant programme of cultural activities across the country including the opening of brand new First World War Galleries at IWM London.

[Find out more and book](#)

MUSEUMS: Museum of London Docklands

The Museum of London recently announced their family events programme for early 2014, kicking off with Chinese New Year on 1 February followed by International Women's Day on 8 March and Shakespeare in London on 22 March. Each event is free and promises exciting interactive activities.

[Find out more and book](#)

More Ways to Connect

We're Here for You

If you have any enquiries please email the [Travel Trade inbox](#) or call us on: +44 (0)20 7234 5818 and we will do our best to help.

Follow us on LinkedIn

Our [LinkedIn group](#) is constantly growing. Join us for up to the minute news and discussion with your peers in the travel trade.

Travel Trade Website

For information on bringing groups to London, order brochures, view itineraries and more our [Travel Trade website](#).

Essential Information



[Buy your currency at the Post Office](#)

The Post Office's huge network of Bureaux de Change makes them the largest provider of foreign currency in the UK, consistently voted "Best Foreign Exchange Provider".



[Getting around London](#)

Find out information on coach parking in London as well as the city congestion charge and information for your clients on public transport including accessibility.



[Find information on UK Visas](#)

Check our guide to UK Visa regulations with all the resources you'll need to ensure your arrivals into London runs smoothly. You'll also find information on UK customs allowance.



[Changing the Guard at Buckingham Palace](#)

It's one of London's top attractions and a must see for all visitors to the city. Make sure your clients don't miss out by ensuring you stay up to date with schedules.

LONDON[™]
& PARTNERS

[Contact Us](#)

| [Privacy Policy](#)

| [Become A Partner](#)

London & Partners is registered in England under no. 7493460. Registered Office:
London & Partners, 2 More London Riverside, London, SE1 2RR.

You are receiving this email because you have subscribed to londonandpartners.com using mmccracken@londonandpartners.com. If you no longer wish to receive emails from londonandpartners.com, please [unsubscribe here](#)

This e-mail has been scanned for all viruses by Claranet. The service is powered by MessageLabs. For more information on a proactive anti-virus service working around the clock, around the globe, visit:

<http://www.claranet.co.uk>
