



Visit London What's New Travel Trade

Issue 24, March 2007

Welcome to the March Travel Trade newsletter. Keep up to date with all that's happening in London by reading the latest travel trade updates.

If you need any further information about the news below or have a specific enquiry please email trade@visitlondon.com or dial the travel trade helpline: +44 (0)20 7234 5821.



Visit London News

Visit London launches London Explorer, the 'online concierge' service

Visit London has recently launched London Explorer - a revolutionary new web service for the capital's visitors and residents that uses the familiar Collins A-Z map layout to highlight attractions and services within a geographical area. Acting as an online-concierge London Explorer navigates the map by postcode, attraction or tube station allowing users to view all the nearby services in that area - from restaurants and accommodation to bars and entertainment venues, rather than the more traditional search, by category. One further click takes you to details of individual opening hours, admission prices, what's on and booking information, all hosted on www.visitlondon.com. Continually being updated, almost 40,000 London attractions and services can already be found via London Explorer.

Partner Offers and News

The countdown has begun.....

It is only a matter of days until ZSL London Zoo's latest exhibit, Gorilla Kingdom, is unveiled to the world. This £5.3m attraction will immerse visitors in the sights, sounds and smells of the rainforest and will bring them up close to a group of Western Lowland Gorillas. Visitors will enter a rainforest path encountering native African birds along the way, which will open up into a forest clearing where a group of Western Lowland Gorillas and Colobus monkeys engaging in natural behaviour can be viewed. For more information on this amazing attraction, visit zsl.org. For group information or to enquire about becoming a trade partner, visit www.TheBigDayOut.co.uk, email marketing@zsl.org or call +44 (0)20 7449 6235

The Royal Albert Hall launches a new Sunday ignite brunch series

Sundays: 8 April – 24 June 2007

The Royal Albert Hall launches its new ignite brunch series this Easter in the Hall's stunning Café Consort. ignite brunch offers the opportunity to enjoy music by exceptional young musicians from the London jazz scene and renowned world music artists whilst enjoying an exclusive brunch menu – the perfect way to spend a lazy Sunday. The first season will take place on most Sundays from April to June and will be launched on Easter Sunday (Sunday 8 April) by the UK's leading and most lively skiffle group, The Lonnigans Skiffle Quintet. Tickets cost £25 and include a two course meal and music. Doors open at 11am with music from 12 noon to 2pm. To book, call the Box Office on +44 (0) 20 7589 8212 or visit at www.royalalberthall.com

Wimbledon Lawn Tennis Museum

Wimbledon Lawn Tennis Museum is gearing itself up for the busiest Easter ever with behind the scenes tour three times a day during the peak Easter days and a brand new photographic exhibition in the Gallery entitled Court on Camera. The Pepper's ghost of John McEnroe continues to be the most popular element in the exhibition closely followed by the amazing 200 degree audio visual theatre explaining the science of tennis. The audio guided in eight different languages is being extensively used by visitors from literally all over the globe. With major works continuing on Centre Court in preparations for the Championships Number One Court is replacing it on the Tour for the foreseeable future.

Bateaux London and Catamaran Cruisers

Catamaran Cruisers and Bateaux London London's only year round scheduled river dining operator, are pleased to announce an increase in sales for the New Year period and a number of initiatives to boost sales. The company is now working on encouraging attraction ticket retailers and UK city break specialists to strengthen sales performance during the summer period, including:

Sales Performance: Catamaran Cruisers is pleased to announce a significant increase of over 10% in sightseeing sales for the autumn months of 2006, compared to the same time last year. The increasing demand for sightseeing cruises later into the year comes as a result of the warmer and drier weather plus more visitors are choosing to spend time on the river Thames. The most significant ticket sales growth is for all-day unlimited river passes and pass including access to top London attractions.

Coming Soon – Online trade sales: Bateaux London and Catamaran Cruisers' revamped website will feature key innovations to boost sales of the restaurant and sightseeing cruise product including an interactive map allowing ease of planning for London sightseers. Developed using feedback from travel partners and group organisers, the website will allow transactions and easier account management for London attraction specialists. Travel professionals and group organisers can now register for the new online service, to receive a code for product discounts on bookings. For details email trade@bateauxlondon.com or call +44 (0)20 7695 1812.

For more details on Bateaux London restaurant cruises and Catamaran Cruisers sightseeing cruises visit www.bateauxlondon.com / www.catamarancruisers.co.uk or call +44 (0)20 7695 1800.

Kempton Park Racecourse

Kempton Park offer groups of six or more a discount of 20% when they book in advance. In addition to the discount we offer the organisers of groups of 20 and over a table for two in the Panoramic Bar & Restaurant. For further details contact Nicky Wiseman, Marketing Manager [Nicky.](mailto:Nicky.Wiseman@jockeyclubracecourses.com)

Wiseman@jockeyclubracecourses.com

The Monarchs Tour - a 2 day gentle cycle ride

Follow the historic route along the Thames River taken by English Kings and Queens travelling to their Royal Palaces. Embark at Westminster with your bike aboard a river boat and sail up the Thames to Kew. From there enjoy a tranquil ride beside the river and explore the fine palaces, gardens and castles at Kew, Richmond, Hampton Court and Windsor. 2 days/ 1night is only £159 per person (based on 2 people sharing a room) to include overnight B&B, bike hire, route directions and tour brochure. £40 per child sharing a room with 2 adults. For more details go to www.capital-sport.co.uk/gentle-cycling/monarchs_route.htm

Jolly Hotels

Tour de France/Le Grand Depart: Jolly Hotel St Ermin's, part of the Jolly Hotels group, Italy's leading hotel chain, is located on Caxton Street SW1, right in the middle of the route to be followed on Prologue Day, Saturday 7 July. Our open air Terrace, with a capacity of up to 40 people, will offer a "Tour de France barbecue" menu on the day, with extended hours to cater for fans and followers. A special rate of £ 175.00 per room per night is available starting 5 July minimum 3 nights; £ 195.00 rate on 1 night basis in the same period. Book early to avoid disappointment. For more info email sales@jollyhotels.com or call +44 (0)20 7227 7719. For bedroom bookings email reservations.uk@jollyhotels.com or call +44(0)20 7227 7770

Handing over the marketing baton

Over the last decade the Pool of London Partnership (PLP) has been marketing the area from London Bridge to just past Tower Bridge. Their activities have included the Pool of London website ([www.](http://www.pooloflondon.com)

pooloflondon.co.uk), bi-monthly What's On events information, a visitor map guide, attendance at trade shows as part of the New London Partnership and providing images for the area. The PLP officially winds-down on 31 March. Many of the marketing activities will continue through the London Bridge Business Improvement District Company, a legacy organisation that the PLP has established to ensure this dynamic riverside location continues to thrive as a business and leisure destination – see www.londonbridgebid.co.uk for more details.

Exhibitions and Events

Visitlondon.com - What's On

The "What's On" section of the website will give you the latest information on what on in London. Make sure you keep up-to-date with what's happening at visitlondon.com/whats_on/

Tutankhamun and The Golden Age of The Pharaohs

Tutankhamun and The Golden Age of The Pharaohs press event on March 12th proved a great success and so far over 140,000 tickets have now been reserved. Group tickets are available by visiting www.seetickets.com or by calling +44 (0)870 899 3342. To pre-register for general admission tickets and for further information visit www.kingtut.org.

The Design Museum

The Design Museum has two new exhibitions for April – the doyen of Italian design Ettore Sottsass – Work in Progress and 25/25 which celebrates the last 25 years of design. Also showing is an exhibition of the great maverick designer Luigi Colani. The Design Museum is open till 10pm on April 13 for an entertaining night of Italian design dedicated to the great Ettore Sottsass. See www.designmuseum.org for more details.

Somerset House

At the Courtauld Institute of Art Gallery from 21 June to 23 September 2007, Temptation in Eden: Lucas Cranach's 'Adam and Eve' will explore the making and meaning of Cranach's masterpiece. To complement this exhibition there will be a display of German drawings, including two works by Cranach's contemporary, Albrecht Dürer. Later in the year, Walter Sickert: The Camden Town Nudes from 25 October 2007 to 20 January 2008 will focus on Sickert's most intriguing works relating to the murder of Camden Town prostitute, Emily Dimmock. Sickert's paintings have important parallels with the Courtauld's Impressionist collection, especially with those of his close friend Edgar Degas. Somerset House and the collections are open daily 10.00 – 18.00 hours. Admission fees apply to the collections. Discounted group tickets for groups of 10+. Guided gallery tours and group packages are available. For more information contact Natasha Wallace, Group Visits Coordinator at Somerset House, South Building, Strand, London, WC2R 1LA, UK, groups@somerset-house.org.uk or on +44 (0)20 7420 9410 or visit www.somerset-house.org.uk

Tickets now on sale for Boston Celtics vs Minnesota Timberwolves at The O2

The NBA will host the first basketball game to be held at The O2 on Wednesday 10th October. Tickets for the event are on sale now and are available to book through www.theo2.co.uk or by calling +44 (0) 871 984 00 02.

NHL to open new season at The O2 with NHL Premiere

NHL will open the 2007-2008 season with two games with the Los Angeles Kings and Anaheim Ducks at the O2 Arena. After three successful Game One events in Japan (1997, 1998 & 2000), NHL Premiere will mark the first time the NHL will play regular season games in Europe. The home-and-home series will take place on Saturday, Sept. 29, and Sunday, Sept. 30. Tickets are on sale now and are available online at www.theo2.co.uk or by phone at TicketMaster on +44 (0)870 534 4444.

Theatre and Entertainment

Fantastic London theatre opportunities for visitors who are visually or hearing impaired

Do you ever get people who have a visual impairment or hearing impairment who want to visit London and enjoy all that there is to offer? Did you know that there are over 330 theatre shows in London a year that can help people with these type of impairments enjoy theatre to the full? You can find out what's on offer and when by going to www.officiallondontheatre.co.uk/access to download the current Access London Theatre brochure or it can be requested in 14 point print; large print; tape or braille

from access@solttma.co.uk or +44 (0)20 7557 6700. The brochure is free and anybody can sign up to receive it on a quarterly basis.

The Drowsy Chaperone

The Drowsy Chaperone opens in London starring Elaine Page on the 14th May hot from its Broadway success. Group Line / Love Theatre had already accompanied some of its group bookers over to New York to see the show to gain some advance feedback, and the emphatic response was that its a winner! Groups can receive an extra £5 off the already great group discount if they book and pay by the 27th April, so contact us now for availability and to make a booking. Contact Ian Dulson on +44 (0) 20 7907 7057 or at idualson@lovetheatre.travel

The London Dungeon

The London Dungeon has expanded with its biggest investment to date in the form of fantastic new feature Extremis: Drop Ride to Doom! Themed around the public hangings outside Newgate Gaol in 1783, visitors will embark upon their last journey on the ride as they're taken to the top of the Dungeon before being suddenly dropped into the darkness below. Extremis promises to provide a thrilling finale to the visit and means that as well as the mix of live actors and interactive special effects the Dungeon can now boast two scary rides! For great groups rates contact Rae Taylor on rae.taylor@merlinentertainments.biz or +44 (0) 207 403 7221 ext. 235.

General Information

Changing the Guard

The ceremony will take place at 11.30am DAILY in April 2007

Transport Disruptions

A list of planned station closures and track closures for the next six months is now available in PDF format. For this and further information on travel in London go to: www.tfl.gov.uk

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