

“Only in London” - Mayor reveals new Visit London campaign

The Mayor of London, Boris Johnson, today called on the world to come to London for the experience of a lifetime, as he announced a new £2million international marketing campaign to boost overseas visitors to the capital.

The Mayor launched the campaign - Only in London - on The London Eye, one of the capital's most popular and unique attractions, on the first day of British Tourism Week.

London is a great value destination for overseas visitors who are actually spending more during their stay and the latest campaign is expected to deliver an additional £60 million worth of benefits to the whole London economy by the end of the year. It follows on from Visit London's highly successful £600,000 winter marketing campaigns which, to date, have returned £6.7 million to the economy.

Funded by the London Development Agency the global campaign will be called “Only in London” and focus on the unique and exceptional experiences, sights and attractions that make this city such a popular destination for visitors from all over the world. It will also encourage Londoners to enjoy the distinctive and rich diversity of their own city.

Launching in the UK at the end of April, the campaign will then be rolled out across key international markets in Europe and North America during the summer.

Mayor Boris Johnson said:

“Only in London can you visit the historic Houses of Parliament in the morning, ride the London Eye in the afternoon, and see a wonderful West End Show before deciding which of the world's cuisines to sample in its many restaurants. As well as the massive choice of things to do and see, our overseas visitors will find London even greater value for money today. They'll see that their travel budget buys so much more in London and the only limit to their enjoyment will be not having enough hours in the day to fit it all in.”

The campaign theme was developed following Visit London's extensive research into the city's key visitor markets. This found that people were keen to come to the capital but wanted to be stimulated by London's unique offering at a good value price.

Visit London's Interim Chief Executive Sally Chatterjee said:

“Only in London is a confident and recognisable phrase that we know rings true with people who both visit and live in the city. What's often familiar to us is very special to visitors. It's a great way of reminding the world and ourselves of the sheer range and depth of attractions, events and history that make our wonderful city unique.”

London Development Agency Chair Harvey McGrath said:

"The LDA is treating the challenges faced by London's business community in the current economic downturn as its highest priority. The promotion of London is a

core part of the LDA's role to promote London's economy. We are providing additional funding for Visit London as part of the Mayor's Economic Recovery Action Plan, and attracting additional visitors to London is a highly cost-effective way to provide a vital boost to London's economy."

To celebrate the campaign announcement, Visit London has also launched "Only in London 100" – one hundred examples of what makes the capital a unique place in the world to visit.

THE ONLY IN LONDON 100

- 1. See where the Gunpowder Plot was first contrived at Eastbury Manor House in Barking**
- 2. Walk around the area where one of the most important battles in the War of the Roses took place - the Battle of Barnet**
- 3. Have afternoon tea in William Morris's historic Red House in Bexleyheath, an internationally significant home of the Arts & Crafts movement**
- 4. Visit Neasden Temple in North West London, the first and largest traditional Hindu Mandir outside India**
- 5. Cheer on the teams at the only NFL League Game outside of the USA at Wembley Stadium**
- 6. Stroll the gardens of Down House in Bromley, home to Charles Darwin and where he wrote 'On the Origin of Species'**
- 7. Visit the resting place of Karl Marx at Highgate Cemetery**
- 8. Explore ZSL London Zoo, Regent's Park, the World's oldest scientific Zoo**
- 9. Sleep alongside the Egyptian mummies at the British Museum**
- 10. Recreate the famous Beatles album cover on Abbey Road**
- 11. Marvel at Shakespeare's First Folio, the Magna Carta and Handel's Messiah at the British Library**
- 12. Drink at Europe's longest champagne bar at St Pancras International**
- 13. See where The Royal Ballet rehearse at a backstage tour of the Royal Opera House**
- 14. Visit St Paul's, once the largest cathedral in England, with the largest**

crypt in Europe

15. Take a tour of Wembley Stadium, England's national football stadium

16. Watch the Ceremony of the Keys, the world's longest running ceremony of its kind, at the Tower of London

17. See Tower Bridge open one of 1,000 times per year

18. Be wowed by the largest cut and polished white diamond in the world - Cullinan I (First Star of Africa) at the Tower of London

19. Speak at the same place as George Orwell on 'Speakers Corner' in Hyde Park

20. Watch a performance at the famous Brit School in Croydon – whose alumni include Amy Winehouse, Adele and Kate Nash

21. Take in an exhibition at The Barbican, Europe's largest arts and conference venue

22. Visit Singh Sabha Gurdwara in Southall, the largest Sikh temple outside of India

23. Join the company at Chickenshed in Southgate, the largest youth theatre in Europe

24. Experience a show at The O2, the World's most successful entertainment venue

25. Stand where time begins, on the Greenwich Meridian Line

26. See the Rosetta Stone at the British Museum

27. Moonwalk to Michael Jackson in concert at The O2

28. See a show at Hackney Empire, where Charlie Chaplin, Stan Laurel and WC Fields trod the boards

29. Play a game on Hackney Marshes, the largest concentration of football pitches in Europe

30. Visit The Kurdish Museum and Library in Ravenscourt Park, the first museum for Kurdish Heritage in the World

31. Watch a film at Himalaya Palace in Southall, a 'Chinese' art deco cinema under a red pagoda roof

- 32. Browse through Westfield London – Europe's biggest inner-city shopping complex**
- 33. Visit Alexandra Palace, where the world's first public broadcasts of high-definition television were made by the BBC**
- 34. Visit the Fan Museum Greenwich - the first and only museum in the world devoted entirely to all aspects of the ancient art of the fan**
- 35. Take a tour of Harrow Public School, famous for educating seven Prime Ministers, including Winston Churchill**
- 36. Drink at Dickens' and Thackeray's pub, the historical Trafalgar Tavern in Greenwich**
- 37. See the world's oldest insect at the Natural History Museum**
- 38. Seek out 'The Diver' in Rainham - the only sculpture to stand in the River Thames**
- 39. Connect to the world at Heathrow, Europe's largest air hub**
- 40. Marvel at the world's largest collection of steam pumping engines at the Kew Bridge Steam Museum**
- 41. Enjoy an organic pint at the World's first organic pub, The Duke of Cambridge in Islington**
- 42. Gaze upon the largest collection of dresses once belonging to Princess Diana at her former home, Kensington Palace**
- 43. Join the party at Notting Hill Carnival, Europe's largest street carnival**
- 44. Peruse the largest weekly antiques market in the world on Portobello Road**
- 45. See Pete Townsend's smashed guitar at the V&A's new Theatre and Performance Galleries**
- 46. Find out where Hugh Grant met his Julia Roberts in the movie Notting Hill**
- 47. Watch Peter Pan come alive in his spiritual home, Kensington Gardens**
- 48. Explore the UK's largest geographical collections at the Royal Geographical Society in Kensington**
- 49. Stay in the room at the Cadogan Hotel on Sloane Street where Oscar Wilde was arrested**

- 50. View the largest outdoor fruiting olive tree in Britain at the Chelsea Physic Garden**
- 51. Embark from the same point in Royal Kingston that Victorian novelist Jerome K. Jerome started his novel 'Three Men in a Boat'**
- 52. Ride the world's highest cantilevered observation wheel, the London Eye**
- 53. Shop in the original, World-famous Harrods**
- 54. See some of the world's oldest musical instruments at the Horniman Museum in Forest Hill**
- 55. Enjoy strawberries and cream at Wimbledon Centre Court**
- 56. Attend the ATP World Tour Tennis Finals at The O2**
- 57. Visit Wat Buddhapadipa in Wimbledon – the first Thai Buddhist temple in the UK**
- 58. Choose from more national museums in one city than any other capital in the World**
- 59. See the Thames barrier at Woolwich Reach - the world's second largest movable flood barrier**
- 60. Pay tribute at suffragette Sylvia Pankhurst's commemorative site, Pankhurst Green in Woodford**
- 61. See the original Superman costume at The Movieum of London in County Hall**
- 62. Stroll through the home of the world's largest wild plant seed bank, the Royal Botanic Gardens, Kew**
- 63. Picnic in the world's greenest city - almost a third of London is green space - more than any other city its size in the world**
- 64. Visit the home of English Rugby at Twickenham**
- 65. Go bird spotting at Europe's largest wetland creation project, the WWT London Wetland Centre in Barnes**
- 66. Get measured up by Sinatra's tailors on the World-famous Saville Row**
- 67. See the world's biggest collection of lawn tennis memorabilia dating from 1555 at the Wimbledon Lawn Tennis Museum**

- 68. Get your sea legs on HMS Belfast – Europe’s largest surviving armoured warship**
- 69. View a Rembrandt in Dulwich Picture Gallery, the worlds first purpose built art gallery, built by Sir John Soane**
- 70. Get stylish in the UK's home of fashion - over 85% of UK fashion designers are based in London**
- 71. Visit Tate Modern, the most popular modern art gallery in the world**
- 72. Take in a Shakespearian play at the Globe, in the area where he lived and worked**
- 73. Drink in the George Inn on Borough High Street - London's only surviving galleried coaching inn, mentioned in Dickens’ Little Dorrit**
- 74. Get eco-friendly at BedZED in Wallington, the UK’s largest eco-village**
- 75. Be part of the audience at the world's oldest surviving music hall, Wiltons Music Hall in Tower Hill**
- 76. See the largest collection of childhood objects in the UK at the V&A’s Museum of Childhood**
- 77. Be inspired by more theatrical performances than anywhere else in the world**
- 78. Home to the 2012 Olympic Games and Paralympic Games**
- 79. Travel on the world's oldest subterranean travel system in the world - the London Underground**
- 80. Shop in the UK's leading retail city - over 40,000 shops and 80 individual markets**
- 81. Take a browse through Walthamstow Market, Europe's longest daily street market**
- 82. Swim in England's largest open air pool at Tooting Bec**
- 83. Cheer the Oxford and Cambridge rowing teams as they battle it out in the historic Boat Race**
- 84. See the world’s largest collection of portraits for free at the National Portrait Gallery, the oldest portrait gallery in the World**
- 85. Shop at Fortnum & Masons, the Queen’s grocer**
- 86. The No 1 most popular European City for business**

- 87. Hear the chimes of the world-famous Big Ben at the Houses of Parliament**
- 88. Ride a horse around Rotten Row in Hyde Park, the first artificially lit street in Britain**
- 89. Get back to nature at Mudchute Farm on the Isle of Dogs, the largest urban farm in the UK**
- 90. Eat at the world's first Hard Rock Café near Hyde Park Corner**
- 91. See the Grade II listed original wooden red telephone box, in the Royal Academy of Arts courtyard**
- 92. Watch the Artistic Gymnastics World Championships at The O2**
- 93. Stare in wonder at Van Gogh's Sunflowers for free at the National Gallery**
- 94. Go behind the scenes at Lords, the home of cricket**
- 95. Explore the largest collection of British art in the World at Tate Britain**
- 96. Pay your respects to a host of literary greats in one place: from Dickens to Chaucer to Kipling to Tennyson at Poets Corner, Westminster Abbey**
- 97. Visit Europe's only dedicated Jewish Museum of UK and international art, Ben Uri Gallery**
- 98. Select from more music performances each year than any other city in the world**
- 99. Enter the largest open contemporary art exhibition in the world - the Summer Exhibition at the Royal Academy of Arts**
- 100. See the original Mamma Mia! in its 10th year in the West End**