

ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM
Unit 1: Introducing Travel and Tourism

G720/CS

PRE-RELEASE CASE STUDY

To be opened on receipt

JANUARY 2009



INSTRUCTIONS TO TEACHERS

- This case study **must** be opened and given to candidates on receipt.

INFORMATION FOR CANDIDATES

- You **must** make yourself familiar with the case study before you sit the examination.
- You **must not** take notes into the examination.
- A clean copy of the case study will be given to you with the question paper.
- This document consists of **16** pages. Any blank pages are indicated.

Document 1

WINNING: A tourism strategy for 2012 and beyond **Department for Culture Media and Sport, VisitBritain and Visit London**

The UK's flourishing tourism industry generates over £85 billion a year for the British economy. It is one of our biggest employers, directly responsible for 1.4 million jobs, or one in every 20 people in work.

The London 2012 Olympic Games and Paralympic Games will be more than a major sporting occasion. They provide us with a unique opportunity to showcase all that Britain has to offer – both to visitors new to our country and to the large number of us who take at least some of our holidays at home. And it is a unique opportunity to ensure that our accommodation and tourist facilities match the best in the world.

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What is the tourism industry?

Our tourism, hospitality and leisure industries represent all types of business: from the local restaurant owner to the multinational hotel corporation; from the seaside fairground operator to the giant theme park; from the village museum to the stately home. Their scope encompasses guest houses and public houses, caravan parks and holiday lets, tour operators and conference organisers.

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How the Olympics can help tourism

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We believe that with the right improvements the London 2012 Olympic Games and Paralympic Games could generate an estimated £2.1 billion in additional tourism benefits (2006 prices) for the UK over the period 2007–17.

While the 2012 Games will largely be located in London, they provide an opportunity for the whole country. We can see how other countries – including China, in preparation for the Beijing 2008 Games – are greatly improving facilities for tourists. We must use the 2012 Games as an opportunity to upgrade facilities and give tourists a first-class experience.

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Aims of this strategy

This strategy aims to maximise the financial benefits of the 2012 Games for the tourism industry. Our vision is to use the Games to:

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- **engage all UK tourism businesses** in a national campaign, starting at the Beijing handover. This campaign – which will be aimed equally at the domestic and inbound markets – will use bold and distinctive branding to provide an attractive and diverse image of Britain which will set the context for the welcome to domestic and overseas consumers.
- **improve international perceptions of Britain** by developing and promoting a clear and concise country brand that enhances a sense of welcome and positions Britain as a premier tourism destination, as well as being a leader in investment, export, culture and education.
- **deliver a first-class welcome to all visitors, both inbound and domestic.** As well as improvements at our airports and other points of entry, we seek to offer a vastly improved service to disabled people and the provision of fully accessible facilities and information.
- **improve the skills of the workforce** through better management and leadership, through customer service training, through recruiting more qualified chefs and through better career development for existing and future employees. This in turn will improve retention within the industry.

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- **drive up quality in accommodation** by a step-change in the number of hotels that are accredited for their quality, and by improving feedback from tourists. 40
- **maximise the opportunities for increasing business visits and events** with the aim of making the UK the leading country in the world for holding business events and conferences.
- **spread the benefits** to ensure that **every** part of the UK benefits from the Games and the Cultural Olympiad which will precede them. 45
- **improve sustainability** by ensuring that the needs of the community are central to the development of tourism and that the environmental impact of tourism is resolved in line with the ambition to make the Games the greenest in history.

By doing this we can see a significant growth in international visitors and domestic tourism. We can increase the economic benefits of tourism to the national economy faster than would otherwise be possible. 50

Through this strategy we want to ensure that the whole tourism industry recognises and realises the potential benefits from the Games. We want to welcome the world to Britain, and reassure those with concerns that London is open to visitors as the Games approach and is big enough for all potential visitors as the Games take place. And we want those who visit London for the Games to see more of Britain – and to visit again. 55

Tourism and the economy

The £85 billion spent annually on UK tourism has three major components: £17 billion spent by 33 million overseas visitors (including travel to the UK); £45.3 billion spent on day trips by UK residents; and the £22.7 billion they spend on trips involving staying away from home. 60

The Olympic potential

Tourism is a growing industry and has the potential to grow further. Other cities have shown the difference the Games can make. Barcelona's 1992 Games helped propel the city from the 16th to the third most popular short break destination in Europe. Sydney's 2000 Games generated an extra 15 per cent in visitor numbers during the event month and 11 per cent more during the year. 65

We believe that we could see a £2.1 billion boost in tourism revenues as a result of the 2012 Games. But we also believe they offer us a chance to boost the number of UK residents taking longer holidays at home. 70

Boosting our domestic appeal

We spend 126 million nights away from home in the UK every year, nearly two thirds of them on holiday (others are mainly for business or visiting relatives). And we take 872 million day trips for leisure, including 62 million to the seaside and 136 million into the countryside.

But while more people than ever are taking day trips – including shopping trips – fewer are staying overnight at UK destinations. With heightened interest in Games-related activities, we can set about reversing this decline. 75

We will do this in three ways. First, we will spell out the potential benefits of the Games to all UK tourism businesses, including the domestic opportunities. Second, we will allay potential fears of London being 'a building site' ahead of the 2012 Games and 'too full' during the Games. And third, we will help improve staff skills and the quality of accommodation, restaurants and attractions. 80

Boosting our international appeal

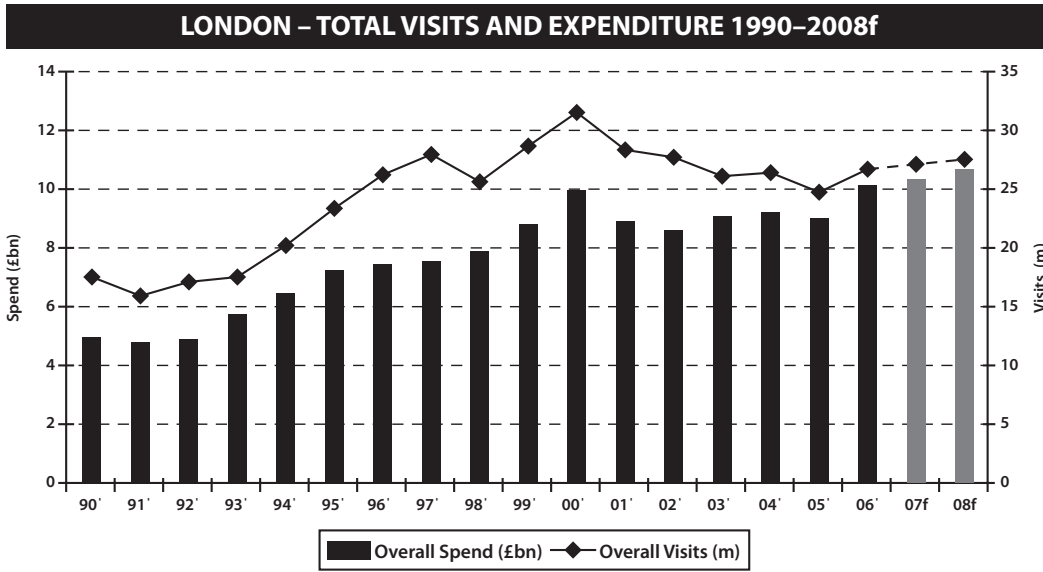
Tourist numbers and revenues continued to grow in 2006, with visitors spending (excluding fares) £15.4 billion. However, visitor numbers have not yet returned to their 1990s peak. 85

VisitBritain and Visit London will actively market Britain in Europe, long-haul markets like the US, Japan and Australia, and emerging markets including China, India and Brazil. Our strategy must be to make London and Britain 'must-see destinations' using the campaign as an opportunity to reach younger visitors and to encourage visits to friends and relatives.

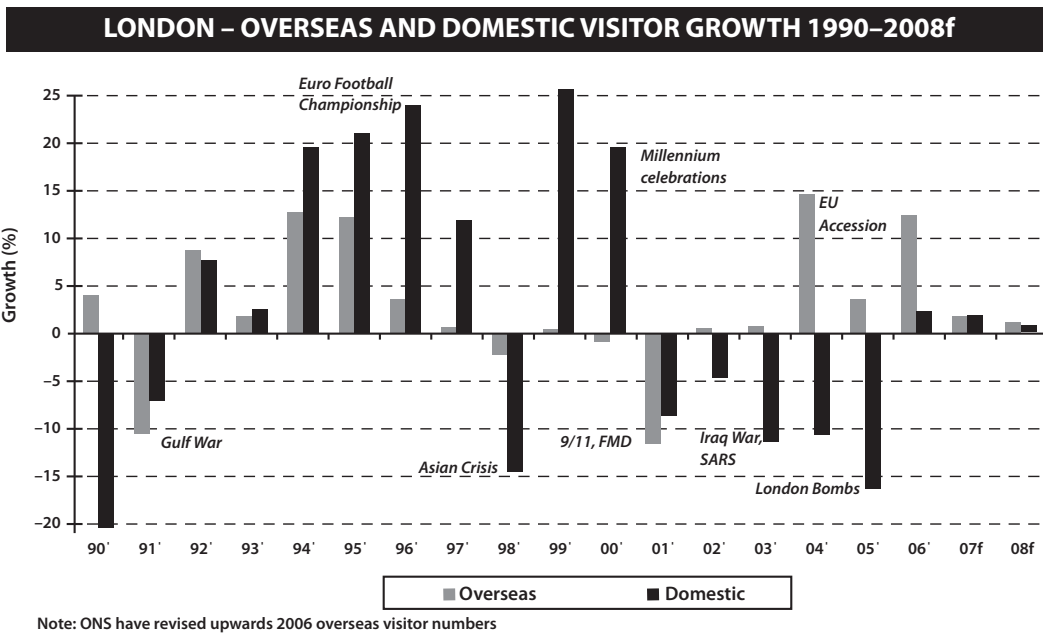
The campaign will be linked to the 2012 Games and Cultural Olympiad and supported by increased corporate sponsorship. We will ensure that the industry has accurate up-to-date information and that fears of disruption are allayed. And we will maximise the legacy through effective post-Games marketing. 90

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Document 2a



Document 2b



Document 2c

LONDON – TOTAL VISITS, NIGHTS AND SPEND 2000–2008f

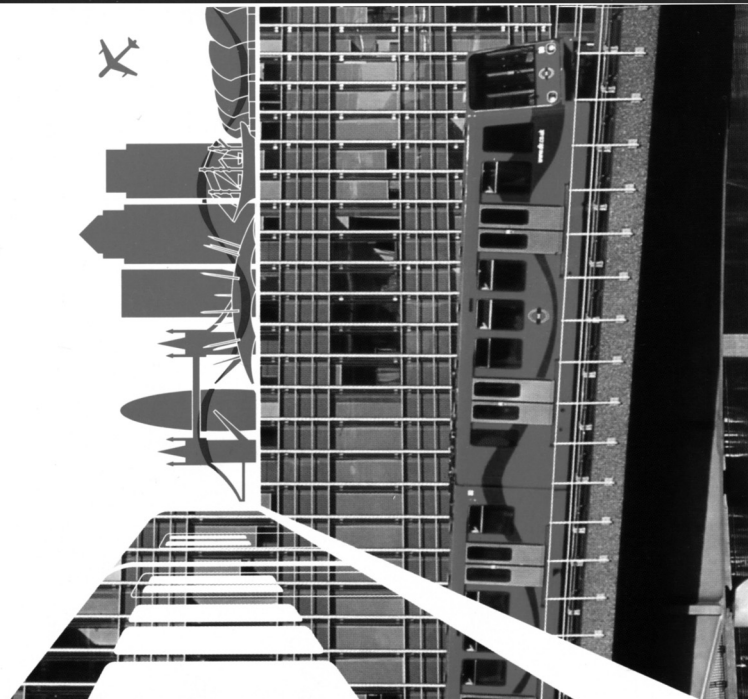
	2000	2001	2002	2003	2004	2005	2006	2007f	2008f
VISITS (m)									
Domestic*	18.5	16.9	16.1	14.3	12.8	10.7	11.0	11.2	11.3
% year on year change		-8.6	-4.7	-11.2	-10.5	-16.4	+2.8	+1.8	+0.9
Overseas	13.1	11.6	11.6	11.7	13.4	13.9	15.6	15.9	16.1
% year on year change		-11.5	0.0	+0.9	+14.5	+3.7	+12.2	+1.9	+1.3
TOTAL VISITS (m)	31.6	28.5	27.7	26.0	26.2	24.6	26.6	27.1	27.4
% year on year change		-9.8	-2.8	-6.1	+0.8	-6.1	+8.1	+1.9	+1.1
NIGHTS (m)									
Domestic*	42.4	39.8	35.4	32.8	29.7	24.2	24.6	25.0	25.0
% year on year change		-6.1	-11.1	-7.3	-9.5	-18.5	+1.7	+1.6	0.0
Overseas	82.0	76.1	75.4	78.9	90.2	91.8	101.1	103.0	104.0
% year on year change		-7.2	-0.9	+4.6	+14.3	+1.8	+10.1	+1.9	+1.0
TOTAL NIGHTS (m)	124.4	115.9	110.8	111.7	119.9	116.0	125.7	128.0	129.0
% year on year change		-6.8	-4.4	+0.8	+7.3	-3.3	+8.4	+1.8	+0.8
EXPENDITURE (£bn)									
Domestic*	3.1	3.0	2.8	3.2	2.8	2.1	2.3	2.4	2.4
% year on year change		-3.2	-6.7	+14.3	-12.5	-25.0	+9.5	+4.3	0.0
Overseas	6.9	5.8	5.8	5.9	6.4	6.9	7.8	8.0	8.2
% year on year change		-15.9	0.0	+1.7	+8.5	+7.8	+13.0	+2.6	+2.5
TOTAL SPEND (£bn)	10.0	8.8	8.6	9.1	9.2	9.0	10.1	10.4	10.6
% year on year change		-12.0	-2.3	+5.8	+1.1	-2.2	+12.2	+3.0	+1.9

Note: ONS have revised upwards 2006 overseas visitor numbers

*Domestic data should be used with caution, 2005 domestic data is not strictly comparable with past years, excludes day visits

A guide to using Docklands Light Railway

Valid from 3 June 2007



Average journey times

Route	Journey time
Bank to Canary Wharf	12 mins
Bank to London City Airport	22 mins
Bank to Lewisham	28 mins
Canary Wharf to Beckton	23 mins
Canary Wharf to Lewisham	16 mins
Canary Wharf to Pontoon Dock	13 mins
Cutty Sark for Maritime Greenwich to Canary Wharf	10 mins
Lewisham to Cutty Sark for Maritime Greenwich	7 mins
Limehouse to East India	7 mins
Stratford to Crossharbour	17 mins
Stratford to Lewisham	28 mins
Tower Gateway to Beckton	27 mins
Tower Gateway to Custom House for ExCeL	17 mins

Please allow extra time for your journey if you need to change trains.

An award-winning railway at your service

For further information

DLR Customer Services 020 7363 9700
(answerphone out of office hours)

DLR disruption hotline 020 7363 9803

24-hour travel information 020 7222 1234

Textphone 020 7093 0999

Online cservice@dlr.co.uk
www.dlr.co.uk

WAP <http://dlr.kizoom.co.uk/>

Ceefax page 436 Teletext page 164



At your service 7 days a week

DLR operates on all routes every day of the year (except Christmas Day) as follows:

Monday–Saturday 05.30–00.30

Sunday 07.00–23.30

Monday to Friday, trains run as often as every 3½ minutes during peak times and an average of every 7 minutes during off-peak times. At weekends, trains run every 10 minutes. For further information, see posters at stations, call 020 7363 9700 or visit www.dlr.co.uk.



Affordable, flexible ticket options

Oyster pay-as-you-go, Travelcards, single/return tickets and rail passes issued by Transport for London are valid on DLR if they cover the zones in which you wish to travel. DLR operates in zones 1, 2 and 3.

Cash single fares:

- **£1.50 for zones 2 and 3, valid on DLR only** (child 70p)
- **£3.00 for zones 2 and 3 on a standard cash single ticket** (child £1.50)
- **£4.00 for zones 1–3 on a standard cash single ticket** (child £2.00)

Cheaper fares are available on Oyster. Under 11's travel free on the DLR and Tube when accompanied by an adult.

Off-peak Day Travelcard:

- **£4.60 for zones 2–6** (child £2.00)
- **£5.70 for zones 1–4** (child £2.00)

For the full range of tickets, pick up a copy of the TfL Fares and tickets leaflet or visit www.tfl.gov.uk.

Ticket machines are located at all DLR stations. When travelling on DLR you must be in possession of a valid ticket, or you may be liable for a Penalty Fare. If you are unsure if your ticket is valid on DLR, please approach a member of staff for assistance as soon as you board the train.

Oyster top-up machines are available at London City Airport, Canary Wharf, Tower Gateway, Cutty Sark and Lewisham DLR stations.



Rail connections

Docklands Light Railway is an integrated part of London's transport system, connecting with the tube throughout the network (see map). Mainline rail connections can also be found at Greenwich, Limehouse, Lewisham and Stratford.

First/last trains: Monday to Saturday

From	To	Bank	Tower Gateway	Westferry	Canary Wharf	Lewisham	Poplar	Stratford	Beckton	King George V
Bank	-	-	-	05.24 / 00.54 → P	05.30 / 00.30	05.30 / 00.30	05.24 / 00.54	05.24 → P / 00.54 → P	05.24 → P / 00.54 → P	05.24 / 00.44
Tower Gateway	-	-	-	05.25 / 01.08	05.25 → W / 00.38 → P	05.25 → W / 00.28 → W	05.25 / 01.08	05.25 → P / 00.58 → P	05.25 / 00.58	05.25 → T / 00.35 → T
Westferry	05.18 / 00.42	05.16 / 00.59	05.16 / 00.59	-	05.38 / 00.44 → P	05.38 / 00.38	05.31 / 01.15	05.31 → P / 01.05 → P	05.31 / 01.05	05.33 / 00.52
Canary Wharf	05.35 / 00.34	05.35 → W / 00.34 → W	05.35 → W / 00.34 → W	05.35 / 00.44 → P	-	05.11 / 00.41	05.32 / 01.02	05.32 / 01.02	05.32 → P / 01.02 → P	05.32 → P / 00.42 → P
Lewisham	05.18 / 00.28	05.18 → W / 00.28 → W	05.18 → W / 00.28 → W	05.18 / 00.28	05.18 / 00.38	-	05.18 → C / 00.38 → C	05.18 → C / 00.38 → C	05.18 → C → P / 00.38 → P	05.18 → C → P / 00.28 → C → P
Poplar	05.21 / 00.40	05.13 / 00.57	05.13 / 00.57	05.13 / 00.57	05.11 / 00.57	05.11 → C / 00.37 → C	-	05.34 / 01.04	05.23 / 01.07	05.35 / 00.55
Stratford	05.21 → P / 00.26 → P	05.21 → P / 00.26 → P	05.21 → P / 00.26 → P	05.21 → P / 00.26 → P	05.21 / 00.46	05.21 → C / 00.26 → C	05.21 / 00.46	-	05.21 → P / 00.46 → P	05.21 → P / 00.36 → P
Beckton	05.04 → W / 00.16 → W	05.04 / 00.36	05.04 / 00.36	05.04 / 00.36	05.04 → P / 00.36 → P	05.04 → P → C / 00.16 → P → C	05.04 / 00.36	05.04 → P / 00.36 → P	-	05.04 → T / 00.36 → T
King George V	05.27 / 00.26	05.27 → W / 00.36 → P	05.27 / 00.36 → P	05.27 / 00.36 → P	05.27 → P / 00.36 → P	05.27 → P → C / 00.26 → P → C	05.27 / 00.36	05.27 → P / 00.36 → P	05.27 → T / 00.36 → T	-

→ P Change at Poplar → C Change at Canary Wharf → W Change at Westferry → T Change at Canning Town

Please note: All first train times on Sunday are exactly 90 minutes later than on Monday-Saturday; all last train times are exactly 1 hour earlier.



Peace of mind

Our stations and trains are monitored by closed-circuit television (CCTV) and patrolled by staff, Travel Safe Officers and British Transport Police. A member of staff is on board every train to provide information and assistance during your journey. There are also passenger alarms at stations and on trains.



Accessible to everyone



DLR is accessible to the mobility impaired and those with prams and heavy shopping. Every station has a lift or ramp and trains are level with platforms for easy boarding.

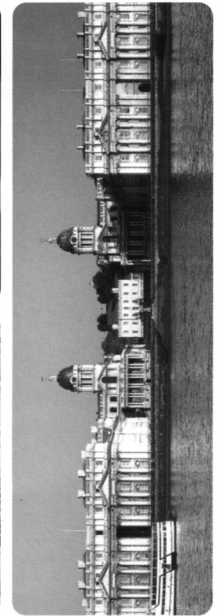
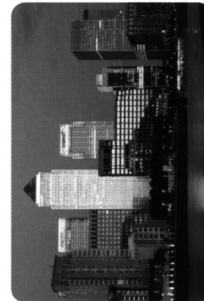
For safety reasons, bikes are not allowed on DLR unless they fold away in a carry case.



A great way to explore

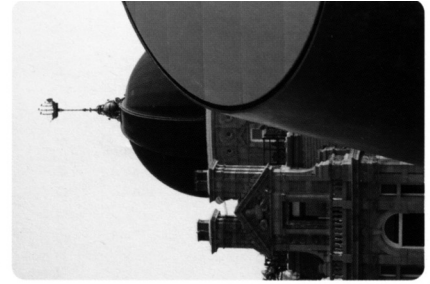
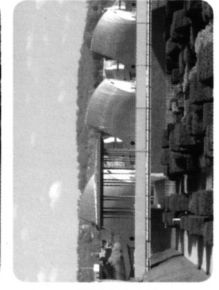
A ride on DLR is a fun way to reach the many local attractions, which include:

- Canary Wharf – dominating the East London skyline and gateway to over 200 shops, waterside bars and restaurants.
- West India Quay – home to the Museum in Docklands, recently named one of London's top attractions for children, plus many outdoor bars and restaurants.
- Tower Gateway – located in a World Heritage Site with the famous Tower of London, Tower Bridge – including a visitor exhibition centre – and St Katharine's Dock Marina.

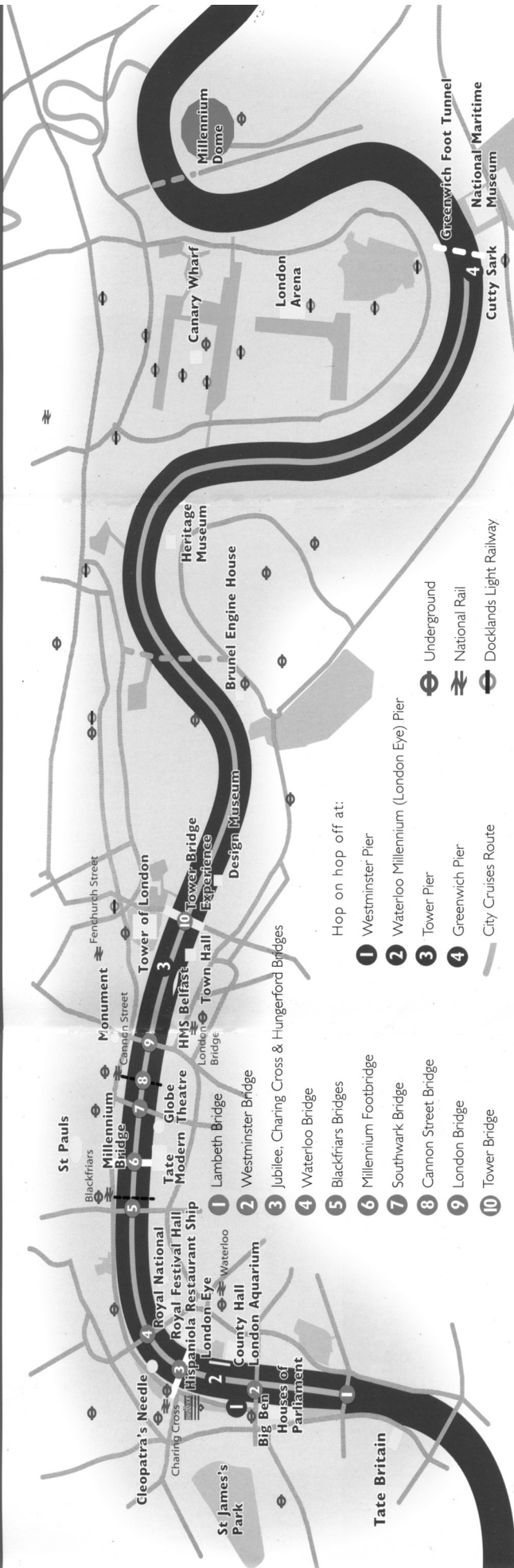


- Thames Barrier Park – 22-acre riverside park at Pontoon Dock, with views across the Thames and flood barrier. Includes a sunken garden, fountains, children's play area and coffee shop.
- Historic Greenwich – also a World Heritage Site, offering the Royal Observatory, the National Maritime Museum, the Planetarium and Greenwich Park.
- ExCeL London at Custom House – home to a huge range of events and exhibitions.
- Mudchute Park and Farm – the biggest inner city farm in Europe, set in a natural wilderness of flora and fauna.

Visit www.dlr.co.uk to plan a great day out.



© National Maritime Museum, London.



Hop on hop off at:

- 1 Westminster Pier
- 2 Waterloo Millennium (London Eye) Pier
- 3 Tower Pier
- 4 Greenwich Pier



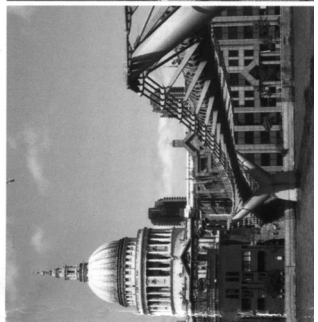
Light refreshments

In the lower saloon of every City Cruises RiverLiner™ are refreshment and cocktail bars serving hot and cold light snacks, hot and cold drinks and alcohol.

Hot and cold drinks:

Tea, coffee and chocolate. Fruit juice, cola by the can, lemonade by the glass and mineral water by the bottle. Fruit cordial by glass (diluted).

St Pauls and the Millennium Footbridge



Shakespeare's Globe Theatre



Tower Bridge



ON BOARD OUR RIVERLINERS™

Our RiverLiners™ have completely open top decks with forward-facing seating and enclosed, carpeted lower saloons with panoramic windows, tables, upholstered chairs, two bars, separate male and female toilets and separate wheelchair-accessible toilet.



The Old Naval College and National Maritime Museum with The Old Royal Observatory (background)

From the bar:

Beer by the bottle or can. Wine, red or white, by the glass or bottle. Fortified wine, Martini, Cinzano, Campari and Pernod by the glass. Spirits and liqueurs by the glass.

Snacks:

Sausage rolls and pasties, hot or cold. Filled rolls and sandwiches. Croissants and pastries. Scones with butter and jam. American muffins and donuts. Crisps and peanuts. Biscuits and chocolate bars.

Meals on board - sightseeing breakfasts, lunches and teas

As well as on board snacks and drinks from the bars, City Cruises can provide a continental breakfast, salad lunch or afternoon tea served at your table.

Just call our Sales & Reservations Centre on +44 (0)20 77 400 400 a couple of days in advance.

Let us know on which trip you would like the meal served, provide payment details (we require full payment in advance please), make yourself known to the cabin crew when you board and you will be shown to your reserved table and served.

Each sightseeing meal booked comes with a River Red Rover™.

Sightseeing Breakfast

Fresh orange juice, croissants with a selection of jams and marmalade, a selection of pastries, tea and coffee.

Adult, including breakfast and a River Red Rover™ ticket **£19.00**
 Child (under-17), including breakfast and a River Red Rover™ ticket **£14.00**

Sightseeing Lunch

Chicken salad (cold supreme of chicken with a mixed green salad and a hot baked potato), a choice of desserts, tea and coffee.

Adult, including lunch and a River Red Rover™ ticket **£23.00**
 Child (under-17), including lunch and a River Red Rover™ ticket **£18.00**

Enjoying lunch while cruising on the river



Sightseeing Tea

Scones and jam, a selection of sandwiches and cakes, tea and coffee.

Adult, including afternoon tea and a River Red Rover™ ticket **£18.50**
 Child (under-17), including tea and a River Red Rover™ ticket **£13.50**

Our sightseeing boats

Most trips are provided by RiverLiner™. These are some of the newest purpose-designed sightseeing cruise boats on the River Thames. The last word in sightseeing by river.

- Open top deck with forward-facing seating provides unrestricted views and that great river trip experience
- Panoramic windows provide great views from the lower saloon as well – very helpful if the weather's not so good! They can also be opened fully on hot days to provide a fresh air-flow, ideal for those who prefer to be out of direct sunlight

- All our boats are rigorously maintained, serviced annually, inspected and certified



- Toilets are provided in the lower saloon, including a wheelchair-accessible facility



- Refreshment bar provides snacks and hot and cold drinks – and there's a cocktail bar for those who prefer something alcoholic



- Tables in the lower saloon allow for eating in comfort

- The lower saloon is a no-smoking zone –smokers are asked to use the outside areas



- Our RiverLiners™ provide easy access for wheelchair users from the pier into the lower saloon and each of the piers served by our sightseeing cruises is designed for easy access from street level for wheelchair users

Our fully stocked bar



All our RiverLiners™ have wheelchair access



Prices

All prices valid until and including Monday 31st March 2008

Single and return tickets	Single	Return
Westminster or Waterloo Millennium (London Eye) to Tower	£6.20	£7.40
Westminster or Waterloo Millennium (London Eye) to Greenwich	£7.20	£9.40
Tower to Greenwich, Westminster or Waterloo Millennium (London Eye)	£6.20	£7.40
Greenwich to Tower	£6.20	£7.40
Greenwich to Westminster or Waterloo Millennium (London Eye)	£7.20	£9.40

All-day hop-on/hop-off River Rover™ tickets

River Red Rover™	£10.00
Family River Red Rover™ (2 adults and up to 3 children)	£23.50
Rail Rover™ (includes freedom of the Docklands Light Railway)	£11.00
Family Rail Rover™ (includes freedom of the Docklands Light Railway for 2 adults and up to 3 children)	£27.00

Children aged 5 – 16 years inclusive may travel at half the adult fare. Those under 5 years of age may travel free of charge.

Wheelchair users and one attendant may each travel at half the adult fare.

Blind persons, with or without a guide dog, may travel free of charge.

London Freedom Pass holders may travel at half the adult fare if a valid London Freedom Pass is presented at time of ticket purchase.

London Travelcard holders may travel at 2/3 adult and child fares if a valid London Travelcard is presented at time of ticket purchase. N.B. This includes Oyster Travelcards but NOT Oyster Pre-paid

Students may travel at 70% adult fare if a valid Student Identity Card is presented at time of ticket purchase.

Groups Discounts are available for groups of 20 or more persons.

Document 5a

Visitor information

Museum of London

150 London Wall
 London EC2Y 5HN
www.museumoflondon.org.uk
 Recorded information:
 0870 444 3851

FREE entry

Open

Monday – Saturday
 10am–5.50pm
 Sunday 12–5.50pm

- ⊖ **Tube** St Paul's, Barbican, Moorgate, Bank
- ⇌ **Train** Moorgate, Liverpool Street, City Thameslink, Canon Street, Blackfriars
- ⊖ **Bus** 4, 8, 25, 56, 100, 172, 242, 521



For a large print leaflet and access information call 0870 444 3850.



- A** Access to Museum on upper level (Highwalk)
- L** Lift to Museum on upper level (Highwalk)
- P** Bookable parking for disabled visitors

Museum shop

Visit our shop for the best of London's books and a unique range of gifts for all ages.

Museum café

Enjoy an enticing range of hot and cold snacks, meals and beverages.

Stay in touch

Sign-up at www.museumoflondon.org.uk to receive our FREE monthly newsletter for regular news on events and exhibitions, plus exclusive promotions. Or call 020 7814 5504 to join our mailing list.

Supporting us

Enjoy special privileges and events by becoming a Museum Friend. Call 020 7814 5507 to find out more.

The new galleries have been supported by



The Weston Family

BT

MUSEUM OF LONDON

Discover a great city



FREE ENTRY

Document 5b

Think you know London?

Discover the world's most fascinating city

Step inside Museum of London and we will take you on an unforgettable journey into London's past.



Begin half a million years ago when lions and hippos roamed Trafalgar Square. Imagine what life was like for the first settlers when the entire local population could fit on a double decker bus!



See how the River Thames brought invading Vikings, merchants, pilgrims, soldiers and adventurers from all over the world into the heart of the city and travel through the most exciting, turbulent years of London's history.

Amazing stories, incredible people

Meet an Iron Age settler, the Romans who dine on dormice and the patients at London's first hospital for 'incurables'. Hear from famous figures living in extraordinary times and look out for highwaymen, card sharps and gamblers.



Glamour, grandeur, sleaze, disease

Fashionable pointy shoes, loaded dice and luxury goods transport you to medieval London, a city of richness and variety, enterprise and ideas. Witness the fear of the Black Death and eavesdrop on tales from Londoners who lived through it. Discover how, like our modern metropolis, the medieval capital had its own share of triumph and disaster.



London's Burning

Explore the Great Fire, the most famous disaster in London's history, and find out how it shaped the city we know today.

Hear the real stories of how Londoners lived through this tragedy. What was it like to live through the terror of having your home and livelihood destroyed? How did people cope? And why did a fire which claimed less than a dozen lives end up changing London's cityscape forever?

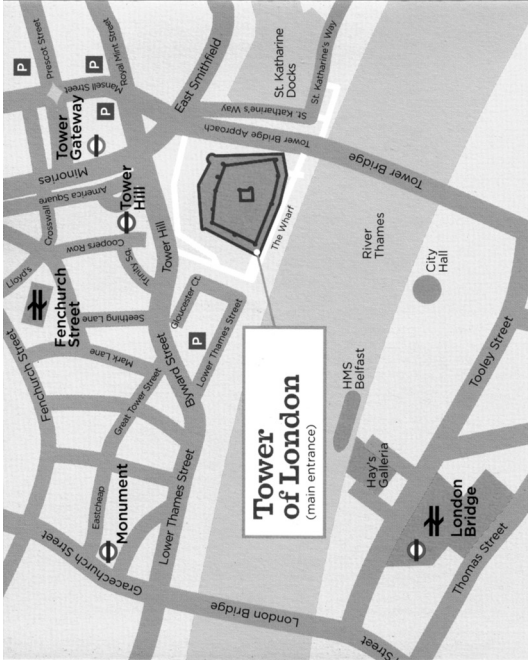
Opens 16 March 2007



Tower of London

Home to the Crown Jewels and centuries of remarkable stories

Historic Royal Palaces TOWER OF LONDON



Opening times
Open daily except 24 - 26 Dec and 1 Jan

1 Mar - 31 Oct:
Tue - Sat: 09.00 - 18.00
Sun - Mon: 10.00 - 18.00
Last admission: 17.00

1 Nov - 28 Feb:
Tue - Sat: 09.00 - 17.00
Sun - Mon: 10.00 - 17.00
Last admission: 16.00

All internal buildings close 30 minutes after last admission
Allow at least 2-3 hours for your visit

Admission prices

Adult	£16.00
Concessions	£13.00
Child	£9.50

How to get here
Tower of London, London, EC3N 4AB

Underground:
Tower Hill station: Circle and District Lines
Bank station: Northern, Central, and Waterloo & City Lines
London Bridge: Northern and Jubilee Lines
Docklands Light Railway (DLR):
Tower Gateway and Bank

Train: Fenchurch Street and London Bridge
Bus: 15, 42, 78, 100 and RV1
Riverboat: from Charing Cross, Westminster or Greenwich to Tower Pier
Sightseeing buses: included in all major tours

History makes you hungry!
The **New Armouries Restaurant** and **Tower Café** provide a wide range of refreshments from morning coffee, salads, sandwiches and hot meals.

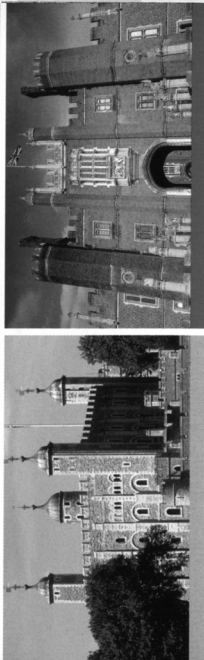
Take some history home with you
There are five exclusive shops at the Tower of London, selling a wide range of books, gifts, souvenirs and postcards. They all have their own themes and products, so do try and visit more than one!

Hear the full story
Audio guides are available in a range of languages with first-hand historical accounts and stories of the 'Prisoners of the Tower'. Learn more about our famous 'guests' as you are guided through the fortress.

0870 950 4466

www.hrp.org.uk

Historic Royal Palaces



Historic Royal Palaces is the independent charity that looks after the Tower of London, Hampton Court Palace, the Banqueting House, Kensington Palace and Kew Palace.

Our aim is to help everyone explore the story of how monarchs and people have shaped society in some of the greatest palaces ever built.

- Tower of London, EC3N 4AB
- Hampton Court Palace, Surrey, KT8 9AU
- Banqueting House, Whitehall, London, SW1A 2ER
- Kensington Palace, London, W8 4PX
- Kew Palace, Richmond, TW9 3AB

Membership

Join our historic royal family and explore all our palaces, as many times as you like! Benefits include:

- Unlimited visits to our five palaces*
- Member-only special events
- 10% discount in the palaces' gift shops and catering outlets

Plus much more. For our excellent membership prices and further information call 0870 751 5174.

*membership includes free entry to Kew Palace which is situated within Kew Gardens. Entry into Kew Gardens is not included.

Historic Royal Palaces is a registered charity (no. 1068852). Leaflet code: TOL.SL07



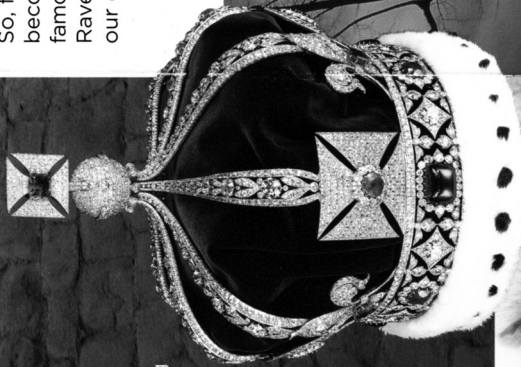
Tower of London

Despite its grim reputation as a place of torture and death, within these walls you will discover other histories of a royal palace, an armoury and even a zoo.

Crown Jewels

Be dazzled by the 23,578 gems that make up the Crown Jewels, including the glistening Imperial State Crown, which alone has 2,868 diamonds, 273 pearls, 17 sapphires, 11 emeralds and 5 rubies.

This astonishing collection of priceless Coronation Regalia has been an unmissable highlight of any visit since the 17th century, with only one attempt to steal them...



Costumed guides bring stories of the Tower and its famous prisoners to life on the South Lawn. Visit www.hrp.org.uk for forthcoming daily and special events.

The ravens

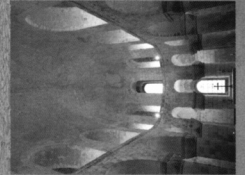
Legend has it that Charles II believed that if the ravens were ever to leave the Tower, the fortress and the kingdom would fall.

So, for many years the ravens have become one of the Tower's most famous sights and, just in case, our Ravenmaster keeps a close eye on our collection!



The White Tower

Inside its menacing walls you can enjoy the surprising serenity of the Chapel Royal of St John the Evangelist, a unique survival of an 11th-century fortress chapel, or measure yourself up against the original armours worn by Henry VIII. Today, the White Tower also houses the Royal Armouries impressive collection of weaponry.



Prisoners at the Tower

The Tower has held many famous prisoners, from the highest levels of society; some in astonishing comfort and others less so...

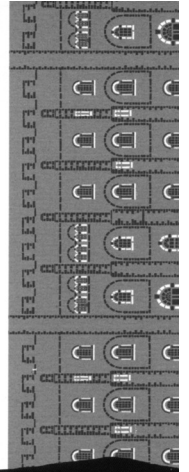
During your visit don't miss the Prisoners Exhibition in the Beauchamp Tower and inspect the graffiti left by prisoners five hundred years ago. In the infamous Bloody Tower you can solve the mystery of who murdered the Little Princes, and see gruesome instruments of torture in the Lower Wakefield Tower.



The Medieval Palace

Discover what life was like in the surprisingly luxurious Medieval Palace and explore the stories of Henry III, Edward I and their courts at work and at play in the very rooms that they used.

Don't miss the impressive replica of Edward I's bed spangled with gold stars, and experience the sounds and aromas of life in a royal medieval household.





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