

THE LONDON PASS[®] by Go City

About

- Sightseeing credits package that gives access to **over 80 attractions** over **1, 2, 3, 4, 5, 6, 7 or 10 consecutive days**.
- Top attractions include: The View from The Shard, Tower of London, St. Paul's Cathedral and much more.

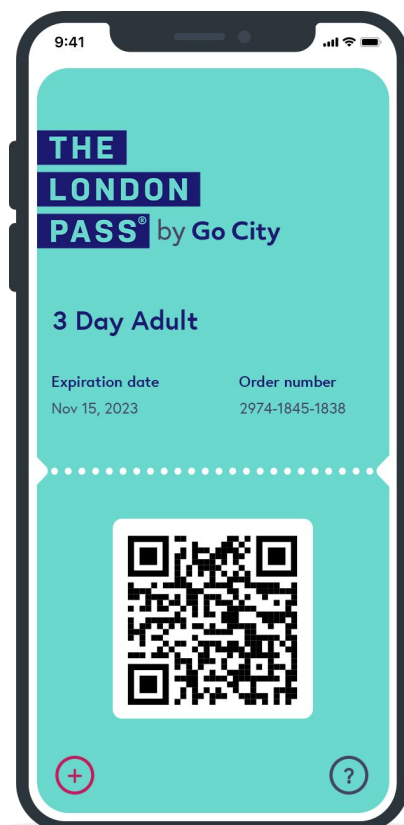
Key selling points

- **Go see it all** – visit as many attractions as you like
- **Freedom to choose** – no need to pick attractions at time of booking
- **Significant savings** compared to buying tickets individually
- **Valid for 2 years** from purchase date until first use (pass activates on your first visit)
- **Free app** with useful features, including a map and attraction information

3-Day sample itinerary

	Normally
Day 1	
1-Day Big Bus Hop-On Hop-Off Tour	£29.00
Tower of London	£29.90
Tower Bridge	£10.60
The View from The Shard	£32.00
St Paul's Cathedral	£20.00
Day 2	
Upper Boat by Thames Clipper	£20.40
Old Royal Naval College	£13.50
Royal Observatory	£16.00
Greenwich Cutty Sark	£15.00
Day 3	
Windsor Castle	£23.50
Total admission without The London Pass:	£209.90
Cost of a 3-Day London Pass:	£109.00
Savings:	£109.90 (48%)

*prices correct at the date of publication only



The London Pass[®] is brought to you by Go City - the **largest attraction pass company in the world**, operating in dozens of destinations around the world. Go City gives you the **freedom** to do what you want, when you want, whilst making **incredible savings** - all on **one digital pass**.

Explorer Pass

About

- Sightseeing credits package with **access to 2, 3, 4, 5, 6 or 7 attractions** from a list of **over 65 top** London attractions.
- Top attractions include: The View from The Shard, Tower of London, Westminster Abbey and much more.



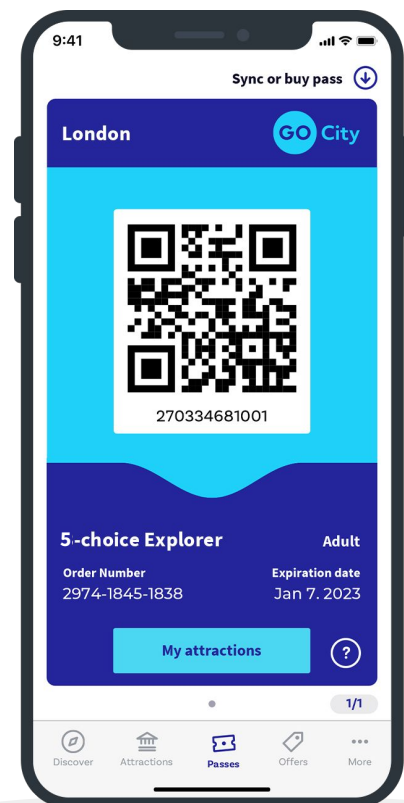
Key selling points

- Explore at your own pace with **60 days validity**
- **Freedom to choose** - no need to pick attractions at time of booking
- **Significant savings** compared to buying tickets individually
- **Valid for 2 years** from purchase date until first use (pass activates on your first visit)
- **Free app** with useful features, including a map and attraction information

5-Choice Sample Itinerary

Choice 1 City Cruises Thames River Pass	Normally £20.50
Choice 2 Tower of London	£29.90
Choice 3 Westminster Abbey	£23.00
Choice 4 The View from The Shard	£32.00
Choice 5 Big Bus London 1-day Hop-On Hop-Off	£29.00
Combined value of attractions visited:	£134.40
Cost of a 5-choice Explorer Pass:	£94.00
Savings:	£40.40 (30%)

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