

London Sightseeing Pass Fact Sheet



The Passes

- Available for **1, 2, 3 and 6 days**
- **Adults** and **children** (ages 5-15)
- Available with or without transport
- “Smart technology”, **cashless transaction**

The Value

- **ENTRY** to your choice of over **55 attractions**
- **Shopping, restaurant discounts** and **benefits**
- **Comprehensive guidebooks & special offers booklets** available in 7 languages (English, French, German, Italian, Spanish, Portuguese and Japanese)

The savings

- **SAVE MONEY**
Your sightseeing pass from under **£14 a day** with a 6 day Pass
- **Save TIME**
Cut to the front of queues at attractions, feel like a VIP!

The Places

- **18 Historic Buildings**
- **15 Museums and 3 Arts Galleries**
- **8 places of interest**
- **9 Tours, Cruises & Walks**
- **36 Shop, Leisure and Restaurant offers**

The Proof

- **95% of all London Pass users** said that they would **recommend it to their friends** (Source: LP customer Questionnaires)
- **94% of all London Pass users** rated it as **“Excellent”** or **“Very Good”** (Source: LP customer Questionnaires)

London Sightseeing Pass

How it works?

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- Your customers receive a **pass and guidebook**
- They just **sign and date their pass**
- Your customers simply **swipe their pass** like a credit card at the attraction
- The passes are **automatically activated** when used at the first attraction

Passes validity & conditions

- Passes are valid for **calendar days**
- Multi-day passes are to be used on **consecutive days**
- Passes can be used **once at each attraction**
- **Child passes** are valid ages **5 to 15**

Frequently Asked Questions from our customers

○ **Who is The London Pass for?**

The London Pass has something for everyone including - families, business travellers, children, first time visitors, repeat visitors, long haul, short stay, independent, overseas, UK and local residents.

○ **Which Pass offers the most savings?**

The six-day adult Pass offers the greatest value, as it is cheaper at under £14 per day.

○ **What are the normal costs of the attractions?**

The entry costs for all attractions vary and range from £2 to £19.95

○ **Is there any discount for families/students/pensioners?**

The London Pass is the same price for all adults and offers substantial savings and benefits to everyone.

○ **Can I beat the queues?**

Yes, at many major (and busy) attractions marked in your guidebook, you go to the prepaid ticket desk where the operator will swipe your card in the reader and you will be shown straight through. Certain attractions have "timed" ticketing. Please consult your guidebook before you visit the attraction.

○ **Does the pass include all of London's attractions?**

The pass includes entry to your choice of over 55 attractions such as the Tower of London, Windsor Castle, St Paul's Cathedral, a Thames River Cruise and HMS Belfast and much, much more. The exceptions are London Dungeons, Madame Tussauds and the London Eye.

○ **Does the London Pass have attractions suitable for children?**

Yes, of course! There are over 30 attractions on The London Pass that specifically cater for families and children.

○ **Are the attractions accessible all year round?**

The majority of the attractions are, but refer to the guidebook or call us to find out specific the opening times.

○ **Does The London Pass include any night time activities?**

Yes - although The London Pass is a daytime pass, we have extensive theatre and musical offers, even bowling and ice-skating to keep you entertained into the night!