



The Original Tour launches new value product “The Explore London Walking Pass”

London’s leading sightseeing company, The Original Tour, introduced walking tours in 2008 as a free ‘add-on’ product designed to complement their popular open-top bus tours. The walks have proved so successful that the company is set to launch them as a new standalone pass.

Visitors to London can now get up close and personal to London’s incredible history. Walk alongside Royal parades, discover some of London’s bizarre history, visit where Jimi Hendrix played for the last time, where passengers for the ill-fated Titanic bought their tickets and retrace the footsteps of Victorian London’s most infamous serial killer, Jack the Ripper.

The Explore London Walking Tours pass launches in April and retails at just £14.00. Customers can enjoy three fabulous walks over a 48-hour period; Changing The Guard, London Legends and Jack The Ripper. Two of the walks begin from The Original Tour’s Visitor Centre on Trafalgar Square

“We are always looking for new opportunities to complement our product range” said Colin Atkins, director, The Original Tour.

“We are clearly aware of the economic situation and recognise the need for new, lower cost product offerings. We are confident that the Explore Walking Pass will add value and quality to Tour Operators’ London packages”

Ends.

Editors Notes:

Founded in 1951 at the time of The Festival of Britain The Original Tour is now the largest single open top bus sightseeing operation in the world. The hop-on hop-off service allows customers to board any of its tour routes at over 90 different stops. Services operate daily with a ‘live’ commentary in English or a wide choice of digitally recorded languages. 3 free Walking Tours and a free river cruise pass are included with every ticket and the Kids’ Club provides an educational but fun alternative for 5-12 year olds. The Original Tour is the only London bus tour to have VAQAS qualification. For more information you can visit their web site www.theoriginaltour.com.

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