



THE ORIGINAL TOUR GOES LIVE WITH TWO NEW ROUTES ON FIRST DAY OF WTM

New Visitor Centre Opens & Walking Tours Introduced

WTM STAND L3030

The opening day of World Travel Market will see The Original Tour going live with two new open top bus tour routes, walking tours, and the opening of its Visitor Centre in Trafalgar Square.

One of the two new routes has been specially set up to link-in with the new Eurostar terminal at St Pancras International and then includes Euston, Marylebone and Paddington stations, before joining one of The Original Tour's two main routes at Marble Arch.

Said The Original Tour commercial director Colin Atkins: "St Pancras International is going to be one of the main gateways for visitors to London and we are delighted that this important new route is going live on the first day of WTM".

The second route is designed as a hotel feeder service running from Holland Park Avenue along Bayswater Road to Marble Arch.

At the same time The Original Tour customers will also be taking to their feet as the Monday of WTM also sees the inauguration of a choice of walking tours, complete with guide – and a 'two days for the price of one' ticket offer which runs until the end of February.

The walking tours all depart from The Original Tour's brand new London Visitor Centre which has just been opened in Trafalgar Square. Details of all tours are on hand, including the new free hop-on hop-off Thames Cruise, now operated with City Cruises. The centre also offers a complete tourist service including theatre and attraction tickets, dinner cruises on the Thames, trips out of London including Paris, plus the worldwide destinations of City Sightseeing, the worldwide sightseeing network, of which The Original Tour is the flagship operation.

The WTM launch of The Original Tour's new routes, visitor centre and walking tours marks the climax of an important year which saw it become the first London sightseeing company to be awarded VisitBritain's Visitor Attraction Quality Assurance Standard (VAQAS), helped by its introduction of ten new purpose built open top buses – part of a £5 million fleet investment in the last three years.

Ends.

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