Go City

LONDON

The ultimate guide

Excellent 32,964 reviews on Trustpilot

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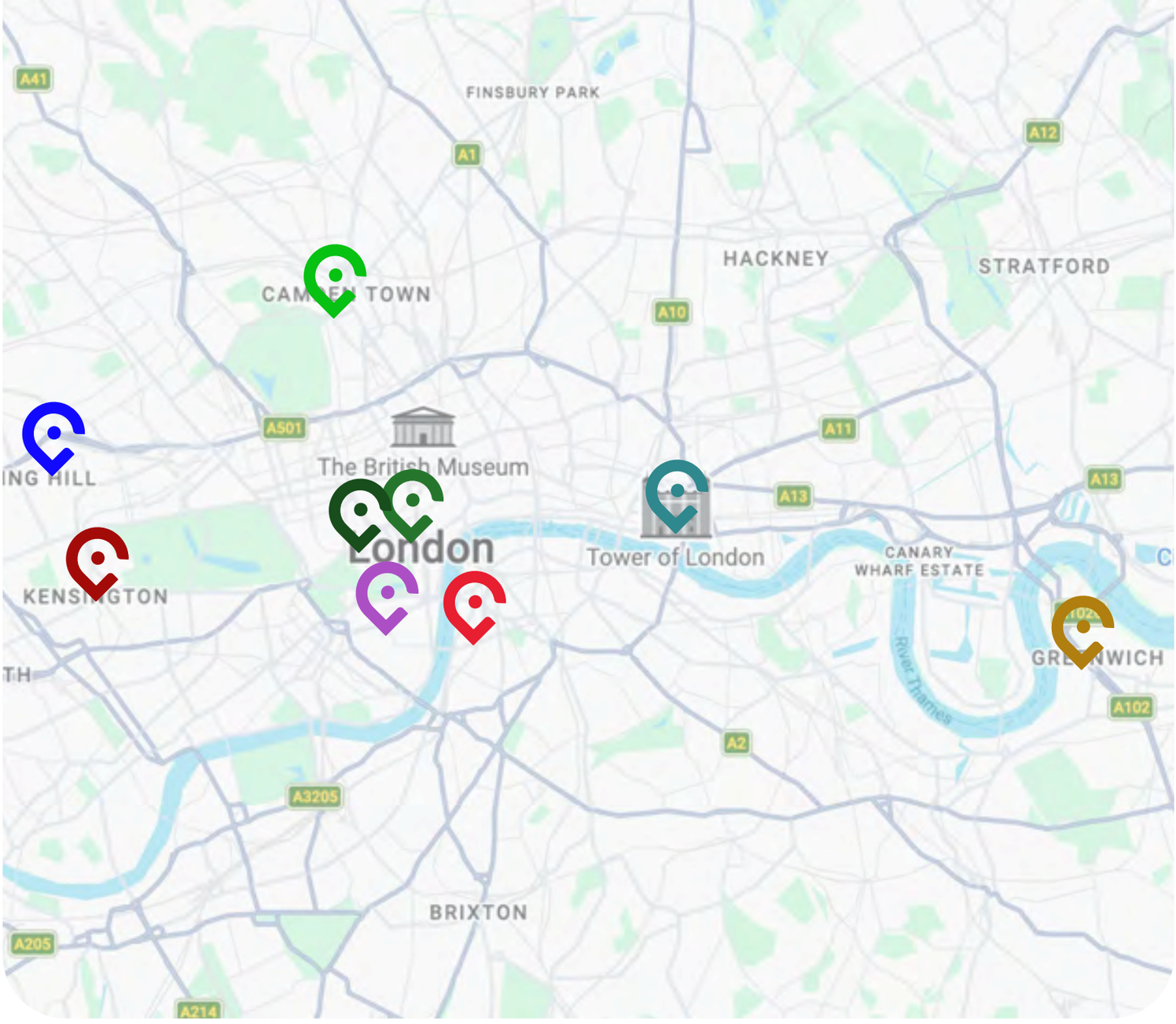
Neighborhood guide

Chapter 1

One of the best things about London? Every area has its own distinct personality. From royal palaces and riverside landmarks to bustling markets and hidden pubs, here's your guide to exploring the capital.



Westminster & St James's

The heart of historic London, where iconic landmarks, royal traditions and grand architecture come together.

Perfect for: first-time visitors and classic sightseers
Top tipple: The Red Lion, 48 Parliament St
Fave restaurant: The Cinnamon Club, 30-32 Great Smith St
Top attractions: Westminster Abbey, Tower of London, River Thames sightseeing cruises, Big Ben
Don't miss: stroll through St James's Park and watch the

Changing of the Guard at Buckingham Palace.

South Bank & Waterloo

Lively, cultural and a hub for entertainment, this riverside stretch offers some of London's best views and attractions.

Perfect for: families and culture lovers
Top tipple: Founder’s Arms, 52 Hopton St
Fave restaurant: Skylon, Royal Festival Hall, Belvedere Rd
Top attractions: London Eye, Shakespeare's Globe, Tower Bridge, Thames River Cruises
Don't miss: walk along the South Bank at sunset, taking in the street performers and views across the river.

The City & Tower Hill

Ancient streets meet modern skyscrapers in London's historic financial district, where Roman roots sit alongside world-famous landmarks.

Perfect for: history buffs and architecture fans
Top tipple: The Hung, Drawn & Quartered, 26-27 Great Tower St
Fave restaurant: Coppa Club Tower Bridge, 3 Three Quays Walk

Top attractions: Tower of London, Tower Bridge, St Paul’s Cathedral, Monument to the Great Fire of London, Sky Garden
Don't miss: explore the cobbled lanes around Leadenhall Market and discover one of London's oldest quarters.

Kensington & South Kensington

Elegant, leafy and home to some of London's finest museums, this area is ideal for rainy day activities.

Perfect for: families, museum lovers and curious explorers
Top tipple: The Owl & Monkey, 21-23 Harrington Gardens
Fave restaurant: Dishoom Kensington, 4 Derry St
Top attractions: Kensington Palace, Royal Albert Hall, Natural History Museum, Science Museum, Victoria and Albert Museum
Don't miss: wander through Kensington Gardens and admire the beautiful Italian Gardens and palace views or let little explorers burn off some energy at the Diana Memorial playground.

Covent Garden & the West End

Bustling piazzas, theatres and hidden alleyways make this one of London's most vibrant and walkable neighbourhoods.

Perfect for: foodies, couples and theatre-goers
Top tipple: Mr Fogg's Tavern, 58 St Martin's Ln
Fave restaurant: Ave Mario, 15 Henrietta Street
Top attractions: The London Transport Museum, Royal Opera House, Covent Garden Market, West End theatre district
Don't miss: spend time watching the street performers in the Covent Garden Piazza before exploring the surrounding lanes.

Soho & Mayfair

Sophisticated yet energetic, these neighbouring districts blend luxury shopping, legendary nightlife and some of the city's best dining.

Perfect for: shoppers and nightlife seekers
Top tipple: Little Scarlet Door, 12-13 Greek Street
Fave restaurant: Old Compton Brasserie, 36-38 Old Compton St
Top attractions: Piccadilly Circus, The Royal Academy of Arts, Carnaby Street, Fortnum & Mason

Don't miss: wander through the side streets between Soho and Mayfair to discover hidden cocktail bars and historic pubs.

Greenwich

Maritime history, open green spaces and village charm make Greenwich feel like a peaceful escape from central London.

Perfect for: families and leisurely explorers
Top tipple: The Gipsy Moth, 60 Greenwich Church St
Fave restaurant: Japes Greenwich, 15 Nelson Road
Top attractions: Cutty Sark, Royal Observatory Greenwich, Old Royal Naval College, Thames Clippers river services
Don't miss: stand astride the Prime Meridian line and take in the panoramic skyline view from Greenwich Park.

Camden & Regent's Park

Creative, eclectic and full of character, Camden is famous for its music scene, markets and alternative spirit.

Perfect for: music fans and urban explorers
Top tipple: The Dublin Castle, 94 Parkway
Fave restaurant: Mildreds Camden, 9 Jamestown Rd

Top attractions: Camden Market, London Zoo, Regent's Park, Regent's Canal walks
Don't miss: browse the market stalls before taking a peaceful walk along the canal towards Little Venice.

Notting Hill & Portobello Road

Colourful houses, antique markets and a laid-back village atmosphere give this west London neighborhood timeless appeal.

Perfect for: photographers and weekend wanderers
Top tipple: The Churchill Arms, 119 Kensington Church St
Fave restaurant: Gold, 95-97 Portobello Rd
Top attractions: Portobello Road Market, Kensington Gardens, The Museum of Brands
Don't miss: arrive early on market day to explore Portobello Road before the biggest crowds appear.

Explore our passes

Chapter 2

A local's guide to London

Meet Daryl Bennett, a titan of the travel industry whose 30-year career has shaped the range of over 100 top London attractions available on our passes. We caught up with him to get his insider tips, hidden gems and must-do recommendations for first-time visitors and seasoned London lovers alike.

Must-see attractions

Tower of London

"The Tower of London is the classic London landmark. It's got everything. Because of its royal heritage, its varied history, and just the fact that so much has happened there, it's just unique to London – even globally."

From the Crown Jewels to centuries of royal drama and famous prisoners, this is the attraction that brings London's history to life.

The View from The Shard

"It's quickly become a globally recognised part of London's skyscape, and you just get unbeatable, extraordinary views of the city."

Whether you visit on a bright blue-sky day or time it for sunset, seeing London from 300 metres above the streets gives you a whole new appreciation for the capital.

Windsor Castle

"This is a must for anyone interested in the British monarchy. It’s a living, working residence, it also gives people the opportunity to explore outside the city."

Still used by the Royal Family, Windsor Castle combines grand State Apartments, beautiful grounds and a chance to experience a different side of royal Britain.

Football Stadium Tours

"I'm kind of cheating here, because it's not technically one recommendation. London is home to some of the world's biggest football clubs so any one of those stadium tours is a must."

From Arsenal and Chelsea to Tottenham Hotspur, stepping through the players' tunnel or sitting in the dugout is an unbeatable experience whether you're a lifelong supporter or just curious.

Lesser-known spots worth visiting

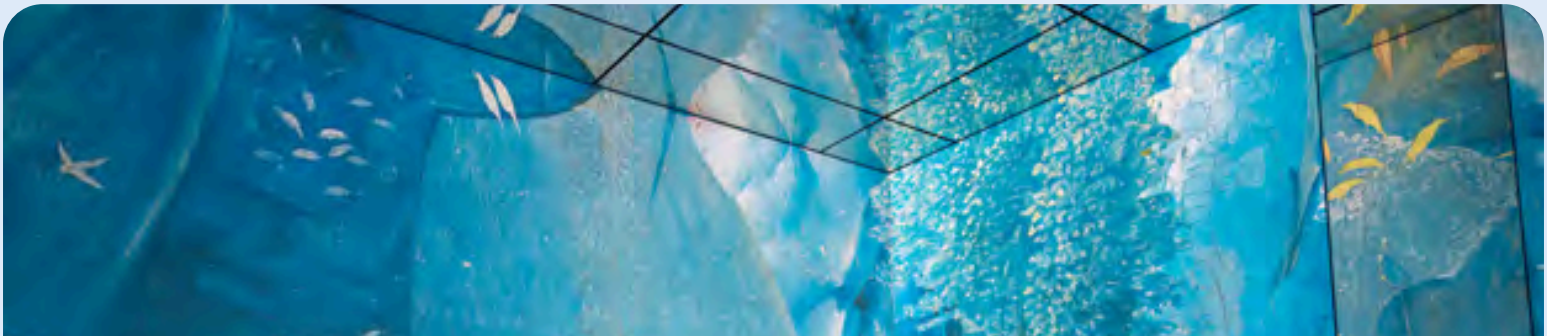
Apsley House

"Firstly, it used to be known as No.1 London?! Plus, it’s home to the most incredible collection of silverware, chinaware, armour, and all sorts of artifacts from throughout history."

One of London's great hidden houses, the former home of the Duke of Wellington is the kind of place you could walk past without ever realising what's inside.

Frameless

"Frameless is a universally accessible opportunity to see great works of art in a unique and innovative way – it really has something that appeals to all ages."



This immersive experience lets you step inside world-famous masterpieces, making it just as fun for reluctant gallery-goers as dedicated art lovers.

Household Cavalry Museum

"This is an opportunity to see a working royal building – it really is an authentically behind-the-scenes look."

Watch the King's mounted guards at work and get a rare glimpse into one of Britain's oldest ceremonial traditions.

Jason's Canal Boat Trip

"It's a relaxed opportunity to see parts of London most tourists never visit – from a different perspective and in an old-school British way too."

A peaceful cruise along London's historic waterways offers a welcome break from the city's busier streets and reveals a quieter side of the capital.

View all attractions

Daryl's London tips

"Use the river if you can."

Even locals agree that London's most magical views are from the Thames, whether that's on a sightseeing cruise or a walk along the river.

"Walk anywhere and everywhere you can."

Many of London's biggest attractions are closer together than people think, and wandering between them is half the fun.

"Look up!"

Some of the city's most impressive architecture is above eye level – don't let Google Maps distract you.

"Have a plan."

With so much to see, even a rough itinerary will help you make the most of your time.

"Always carry an umbrella."

No explanation needed – it's London.

Daryl's final word

"Mix the iconic landmarks with a few places you might not have heard of. London's full of surprises, and some of the best experiences are the ones you weren't expecting."

Explore our passes

How to see London the smart way

Chapter 3

Spoiler alert: It's a Go City sightseeing pass

There are thousands of ways to 'do' London. Pack a week with big views and landmarks, lose a weekend in a single area, take a foodie crawl across the whole city... the options are endless.

Whatever your flavor of trip, a Go City sightseeing pass is the smartest way to do it. One pass, for one price, gives you easy one-scan access to 100+ top attractions, from the iconic to the unexpected. No juggling bookings, no mental math at the door – just guaranteed savings vs. single tickets.

Find the pass that fits your trip

Best for discovery

All-Inclusive Pass

from **£99**

If you have an appetite for everything, this is your permission slip. Choose between 1 and 10 days of access to 100+ sights, tours and experiences.

"It made us try new experiences that we probably wouldn't have done otherwise" Jolene, US

Best for the icons

Explorer Pass

from **£64**

Know the highlights you want to hit, but prefer to take your time? Pick 2 to 10 attraction choices and tick off your list over 30 days.

"Buying tickets for the main attractions in one place is super convenient" Ligia, Brussels

Still not sure which pass to go for?

Build your itinerary with our Trip Planner and we'll recommend the best pass for you — and show you how much you could save.

Create trip plan

Ultimate 3-day itinerary

Chapter 4

Plenty of big hitters and famous landmarks, plus a couple of picks from local experts – follow our favourite three-day itinerary to make the most of your time in London!

Check out the links

Day 1: history and glamour

Big Bus Hop-On Hop-Off Tour

Start your London adventure with the Big Bus Tour. It's a fantastic way to see the city's highlights, from the Houses of Parliament to the bustling streets of Piccadilly.

Westminster Abbey

A masterpiece of Gothic architecture, you can walk through these hallowed halls, discovering the final resting places of famous British figures and witness where royal coronations take place.

Madame Tussauds

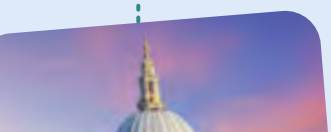
Rub shoulders with the stars! This world-renowned wax museum gets you up close and personal with fave celebrities, historical icons and cultural legends. Snap selfies, crash awards parties and even befriend Iron Man and the gang in the Marvel Hall of Heroes.

Day 2: towering tales and epic views

Tower of London

Tales of intrigue and royalty await: view the dazzling Crown Jewels, explore this medieval fortress and learn about its grizzly past as a royal palace and prison.

St Paul's Cathedral



This one's an architectural wonder.

Climb to the Whispering Gallery for a unique acoustic experience, and if you're up for it, ascend further to enjoy sweeping city views from the incredible dome.

Tower Bridge

Test your nerve on the 138-foot-high glass floor above the Thames, with boats and pedestrians passing directly beneath your feet! Then check out the Victorian engine rooms to see the coal-powered steam engines that once lifted the bridge.

The View from The Shard

End your day with a glass of bubbles and a pretty special view across the city. As the sun sets, watch London's lights twinkle into life.

Day 3: relax in royal parks

Royal Observatory Greenwich

Head to Greenwich Park for a more laid-back day of sightseeing. Stand on the Prime Meridian Line, take a look at the historic telescopes and delve into the wonders of time and space in its engaging exhibits.

Cutty Sark

Meander through the park and emerge in the heart of Greenwich, where you can climb aboard the Cutty Sark, the world's last surviving tea clipper. Tour the ship, pick up an impressive haul of pirate facts and afterwards, enjoy a mosey round the nearby food and crafts market.

London Eye

Heading back to central, secure a sunset spot on the London Eye. This giant Ferris wheel offers an unforgettable aerial view of the city's most famous landmarks.

Create your own itinerary

See how much

you save

Day 1	Big Bus Hop-On Hop-Off tour	£56.00
	Westminster Abbey	£31.00
	Madame Tussauds	£39.00
Day 2	Tower of London	£37.00
	St Paul's Cathedral	£27.00
	Tower Bridge	£18.00
	The View from The Shard	£24.00
Day 3	Royal Observatory Greenwich	£24.00
	Cutty Sark	£22.00
	London Eye	£39.00

Price without pass	£317.00
3-day pass	£169.00
Saving (GBP)	**£148**
% Savings	**47%**

Prices accurate as of May 2026

Explore our passes

Family fun in London

Chapter 5

London is a perfect destination for adventurers of all ages. From royal palaces and hands-on museums to giant parks and history galore, there's something to keep everyone happy and engaged.

Travelling with toddlers, tweens or teens? Here are our top 10 family faves!

1. See the city from above

2. Visit the Tower of London

Take in a spectacular skyline from The View from The Shard or The London Eye – challenge the kids to spot famous landmarks like Tower Bridge, Buckingham Palace and Big Ben.

History comes alive at London's most famous fortress. Meet the legendary Yeoman Warders, look out for the famous ravens and see the sparkling Crown Jewels up close.

3. Explore Hyde Park & Kensington Gardens

From the Diana Memorial Playground and wide-open green spaces to paddle boats and resident pelicans, these neighbouring royal parks are perfect for letting little legs run free.

4. Discover the Natural History Museum

Come face-to-face with roaring dinosaurs, enormous blue whale skeletons and fascinating interactive exhibits – all guaranteed to delight kids (and grown-up kids) alike.

5. Climb aboard HMS Belfast

Step onto a real Royal Navy warship and explore nine decks packed with hands-on exhibits. You can wander through sailors' quarters, see the engine rooms and discover what life at sea was really like.

6. Get immersed at Frameless

Step inside world-famous works of art at this immersive gallery where masterpieces move around you. It's colourful, interactive and a brilliant way to get even reluctant museum-goers engaged.

7. Cruise along the Thames

Whether it's a sightseeing cruise or an Uber Boat journey, seeing London from the river is an adventure in itself. Plus, it's a great excuse to sit down between attractions!

8. Discover the London Transport Museum

Delve into the story of how London keeps moving. Climb aboard vintage buses and Tube trains, try out interactive exhibits and let little ones get stuck into the hands-on displays.

9. Go wild at London Zoo

10. Explore Greenwich

Home to everything from playful penguins and majestic lions to curious monkeys and reptiles, London Zoo is a guaranteed crowd-pleaser and a great way to spend a family day out.

Ride the river to Greenwich and spend the day discovering the Cutty Sark, climbing the hill to the Royal Observatory and standing with one foot on either side of the famous Prime Meridian line.

Top tips to keep everyone happy

- **Plan one big activity a day –** holidays are exciting, but they can be overwhelming too. Leave room for downtime and don't feel you have to rush from one attraction to the next.

- **Pack comfortable shoes –** you'll probably walk more than you expect, even when using the Tube. Happy feet = happy travellers.

- **Use public transport –** the Underground, buses and river boats are all part of the London adventure and often the quickest way to get around.

- **Build in park breaks –** Hyde Park, St James's Park and Kensington Gardens are ideal for recharging between sightseeing stops or burning off extra energy.

- **Start early –** London's most popular attractions are often quieter in the morning, making for a more relaxed visit... and chances are the kids are awake anyway!

- **Keep snacks and water handy –** all that exploring can work up an appetite, especially for little adventurers.

- **Don't over-schedule –** some of the best family memories come from wandering through a market, spotting a street performer or stumbling across a hidden playground or pretty mews street.

Explore our passes

You're all set

Well, almost. Before you take on London, download the Go City app to keep your trip on track. Access your passes, make reservations, build your itinerary, get essential attraction updates – all in one place.

Download the app

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