

TRAVEL

9 out of 10 Americans More Likely to Come to London Following Brexit

NewsUSA

(NU) - Sponsored News - Take a walk through London this fall, and you will notice how the city's world-famous museums and galleries are opening dozens of new exhibitions and events featuring the works of some of the most famous artists in history.

Picasso, Caravaggio, Pollock and Rodin are just a few of the names soon to be wowing the crowds. Coupled with inspiring exhibitions commemorating the Great Fire of London, 100 years of war movies and a photography exhibition from Sir Elton John's collection, the city offers one of the most diverse cultural experiences on earth.

Last week at London's Science Museum, Mayor Sadiq Khan officially launched London's Autumn Season of cultural exhibitions and events, supported by the British government's GREAT campaign, which aims to promote the U.K. internationally.

London & Partners, the mayor's promotional organization, also revealed a piece of research that showed that two-thirds of U.S. tourists who have recently visited Britain are planning to come back, after the Brexit vote made the destination better value than ever before. A family of four will now save \$10 on their tickets to Westminster Abbey, for example, whilst tickets are now \$16 cheaper at the London Eye.

And an overwhelming 9 out of 10 Americans agreed that London offered the best cultural experience



Mayor of London Sadiq Khan launches London's Fall Season of Culture at the Science Museum

of any city in the world.

The mayor said: "Our city's world-class museums, galleries and exhibitions have firmly positioned London as one of the most welcoming and culturally rich cities to visit. Not only does our unique cultural scene make a substantial and vital contribution to our city's economic prosperity, but I'm delighted to see that London's creative sector plays such an important role in entertaining tourists from across the Atlantic."

So walk through London's streets and get ready to celebrate the Autumn Season with highlights including William Kentridge: Thick Time at the Whitechapel Gallery, London Fashion Weekend at the Saatchi Gallery, Twilight Tours at the Tower of London, Wonderlab: The Statoil Gallery at the Science Museum, Michael Clark Company at the Barbican and The Radical Eye: Modernist Photography from the Sir Elton John Collection at the New Tate Modern. For more information, visit Visitlondon.com/autumn.