# Visit London

London Tourism Office

2026-11-01

Welcome to **London**, a city of free museums, royal palaces and *riverside walks* along the Thames.

## London in numbers

```
import pandas as pd

attractions = pd.read_csv("data/attractions.csv")
top = attractions.loc[attractions["visits_2025"].idxmax()]
top_name = top["attraction"]
top_visits = f"{top['visits_2025']:,}"
total_visits = f"{attractions['visits_2025'].sum():,}"
```

Most visited in 2025: the Natural History Museum (South Kensington), with 7,116,929 visits. London's ten most visited ALVA member attractions drew 39,692,434 visits in 2025 (source: ALVA, Visits made in 2025, retrieved 2026-10-30).

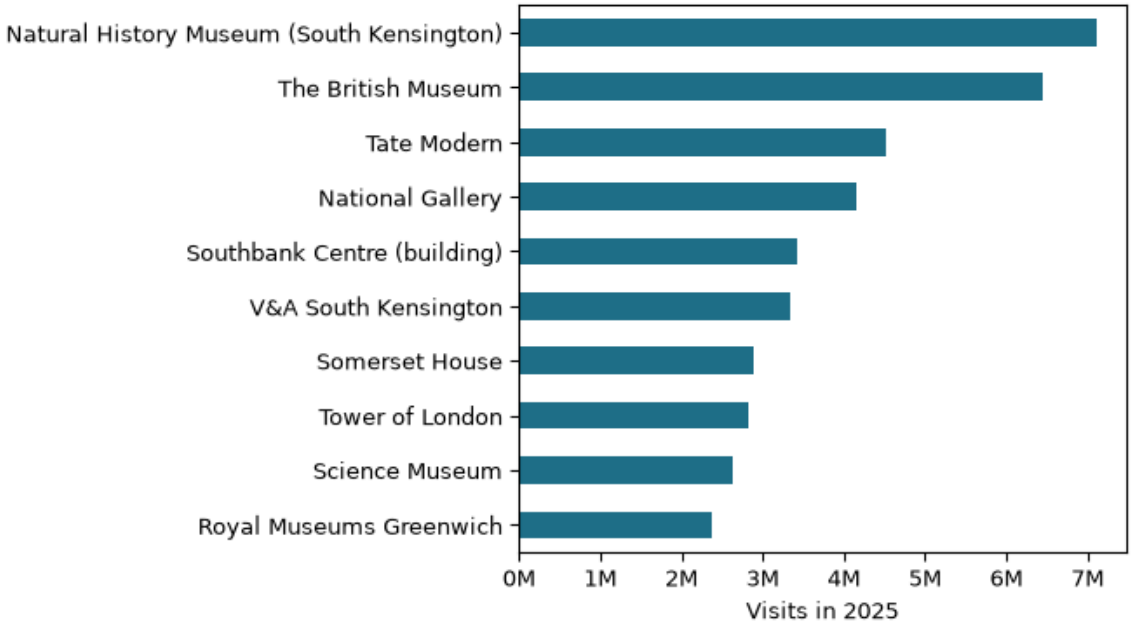



Figure 1: Visits in 2025 to London's ten most visited ALVA member attractions. Source: ALVA, retrieved 2026-10-30.

## Five sights to start with

1. British Museum
2. Natural History Museum
3. Tate Modern
4. National Gallery
5. Tower of London

## Getting around

- Tube
- Bus
- Santander Cycles

## Plan your visit

Plan your route with the TfL Journey Planner.



Figure 2: Big Ben in the sun. Photo: John Dillenbeck, CC0, via Wikimedia Commons

**Tip from a local:** many of London's big museums have free general admission. Booking a free timed ticket online can save you time in the queue.

## Sights at a glance

| Photo | Sight | Area | Price band | Nearest tube | More |
|---|---|---|---|---|---|
|  | British Museum | Bloomsbury | Free | Tottenham Court Road | Read more |
|  | Natural History Museum | South Kensington | Free | South Kensington | Read more |
|  | Tate Modern | Bankside | Free | Southwark | Read more |

| Photo | Sight | Area | Price band | Nearest tube | More |
|---|---|---|---|---|---|
|  | National Gallery | Trafalgar Square | Free | Charing Cross | Read more |
|  | Tower of London | Tower Hill | Paid | Tower Hill | Read more |

“Free” means free general admission; some special exhibitions charge.

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## Before you go

```
[ ] Contactless card or Oyster card
[ ] Free museum tickets booked
[ ] Comfortable shoes and an umbrella
```