



Discover
GREAT BRITAIN

An exciting mix of history and modern culture, Great Britain offers unique experiences for any traveller. From the capital cities of London, Edinburgh and Cardiff, to rejuvenated second cities like Manchester, Liverpool and Glasgow, there's world-class art, culture and dining around every corner. Nature lovers will find stunning beaches, rivers, mountains, lochs, ancient forests and moors, and history buffs will be able to dive into thousands of years of history in historic castles, or view priceless artefacts at the world-renowned museums.

This guide showcases the very best of England, Scotland and Wales with the top experiences in their respective capital cities, and explores some of the best of Great Britain beyond these iconic cities - where your clients will find unique, less-explored places filled with unforgettable experiences.



LONDON

i ABOUT

No matter if it's your first time or your tenth time, London's electric atmosphere, historic sights and iconic attractions excite everyone that visits.

From the major bucket list experiences like catching a glimpse of the royals at Kensington Palace, to experiencing London like a local at the eclectic Brick Lane, each day offers a new and exciting adventure! Shop up a storm at Oxford Street, dance the night away at the O2 Academy Brixton, feast on exotic dishes at the Borough Market, and marvel at the grandeur and beauty of Westminster Abbey - London ticks all the boxes!

Whether you're travelling solo, with a significant other, a group of friends or the whole family, this vibrant city is bursting at the seams with new places to see, things to do and people to meet.

ESSENTIAL EXPERIENCES

Westminster Abbey

Playing a role in royal ceremonies, coronations and celebrations for over 700 years, London's iconic church is a living record of British history.

Oxford Street

Home to over 300 department stores including Marks and Spencer, Selfridges and Debenhams, Oxford Street is a shopaholic's dream!

Harrods

Boasting opulent interiors, personalised service and almost every product imaginable, a trip to this iconic store is a must for any trip to London.

Borough Market

A sprawling cornucopia of gourmet goodies, including delicious cheeses, exotic spices and fresh fruit and vegetables, a visit to London's oldest market is a sensory delight!

O2 Academy Brixton

Hosting a legendary lineup of artists, including Amy Winehouse, The Strokes and The Clash, The O2 Academy is a one-of-a-kind venue and music-lovers paradise.

Brick Lane

A melting pot of culture, art and cuisine, this East London Laneway is a treasure trove of vintage boutiques, street art, antique stores and some of the best curries in London!

WHERE TO EAT

Pollen Street Social

Sophisticated British fare, a punchy wine list and a buzzy atmosphere make Jason Atherton's flagship restaurant a local Mayfair institution!

Elan Cafe Park Lane

A trendy spot for a cheeky Instagram snap, this pink-perfect cafe in Mayfair is known for its designer coffee, all-day brunch, and whimsical floral displays.

Hoppers Soho

Traditional Sri Lankan curries, tropical cocktails and a lively atmosphere are the name of the game at this popular Soho hotspot.



RADISSON BLU EDWARDIAN GRAFTON

★★★★★ 130 Tottenham Court Road, W1T 5AY London, UK

Boasting a charming ambiance, a central location and plush rooms with WiFi, this luxe hotel is the ideal base for all travellers and occasions. Enjoy a-la-carte dining and cocktails at the signature restaurant and bar.



BEYOND LONDON

Bath, England

LIVERPOOL

Liverpool is a maritime city known for its rich cultural heritage and more famously as the hometown of the Beatles. The city centre has undergone a major rejuvenation and is one of the most charming in Northern England, home to iconic museums, historic architecture and an impossibly endearing spirit. Music fans can pay homage to the music greats on the Beatles Story Walking Tour, or beeline to the famous Cavern Club and relive the Beatles' glory days in the very club where it all began.

The iconic waterfront is the heart and soul of Liverpool, home to the historic "Three Graces" - Royal Liver Building, Cunard Building and Port of Liverpool Building, alongside the Titanic Memorial and Tate Liverpool. A little further afield, the Liverpool Cathedral is a spectacular display of neo-gothic architecture.

MANCHESTER

Trendy, energetic and effortlessly cool, Manchester is one of the most exciting cities in England. Located just a two-hour train ride from London, the city's eclectic mix of new and old reflects its industrial heritage, as well as its innovative and modern spirit. Get a taste of the renowned nightlife in the Northern Quarter, a vibrant hotspot for bohemian bars, urban street art, lively music venues and buzzy restaurants.

Just next door, Ancoats has been touted one of the hippest neighborhoods in the UK, filled with designer coffee shops, craft breweries and gourmet eateries, including the best pizza joint in town, Rudy's. There's no shortage of things to see, do and eat in the city centre either, with China Town, Manchester Cathedral and the National Football Museum within easy walking distance from one another.

BATH

Set in the rolling countryside of southwest England, Bath is a unique city rich in exquisite architecture, atmospheric attractions and luscious green space, earning it UNESCO World Heritage status. One of the finest historical sites lies in the centre of the city at the beautifully-preserved Roman Bathhouse. Just a hop, skip and a jump away the Thermae Bath Spa is home to Britain's only natural thermal spa, one of which provides some of the best views of the city.

No trip to Bath is complete without a visit to the iconic Circus, an ornate arc of historic curved townhouses, or the Royal Crescent - A Georgian-style row of 30 terraced-house, including a museum situated at number 1.

SOUTHAMPTON

Well-known as the departure point of the ill-fated Titanic's maiden voyage in 1912, Southampton is still a popular cruise port today. Explore the Old Town and Southampton City Art Gallery, before taking advantage of the city as a jumping point to explore more of southern England.

West of Southampton is the New Forest National Park, which hosts a number of walking and cycling trails to explore, shared with a myriad of local animals including several species of birds, wild horses and deer. Take a ferry over to the Isle of Wight, a popular summertime holiday destination. Explore the sandy beaches, seafront promenade and large number of dinosaur fossils on Compton Bay and Yaverland Beach, before heading over to The Needles, three impressive chalk stacks that rise out of the sea on the western end of the island.



CARDIFF

i ABOUT

Cardiff is a world-class capital city without the crazy hustle and bustle. The city's major attractions are located near the city centre, making this a great place to explore on foot.

Steeped in tradition, but evolving as a modern city, Cardiff has something to offer travellers who want to explore thousands of years of history or those who prefer to indulge in the city's exceptional shopping, dining or emerging craft beer scene.

Explore art and natural history at the National Museum Cardiff, get lost wandering the iconic Victorian arcades or visit the world-famous Cardiff Castle, all accessible by foot from the city centre.

Cardiff is a fantastic add-on to any Great Britain itinerary, offering a unique culture and a welcoming vibe with all the benefits that you look for in a major city. Its walkability pairs well with the hustle and bustle of some of Great Britain's larger cities.

ESSENTIAL EXPERIENCES

Cardiff Castle

Explore 2,000 years of history in this extraordinary castle located in the heart of the city, with Roman, Norman and Victorian heritage.

Cardiff Bay

Once the heart of the coal industry, the waterfront has been developed in the last decade to offer world-class dining, attractions and entertainment.

Shop the Victorian arcades

Peruse countless independent stores set in the highest concentration of shopping arcades in Britain. Cardiff isn't known as the 'City of Arcades' for nothing!

Explore the craft beer scene

Cardiff has a rapidly expanding craft beer scene, with plenty of quality venues in the city - we recommend local favourites Tiny Rebel and Pipes Brewery.

National Museum Cardiff

Housing world-class art and natural history, the whole family will love a visit to the National Museum Cardiff - and admission is free!

Wales Millennium Centre

This is the heart of culture and performing arts in Wales, housed in a landmark building constructed from Welsh materials.

WHERE TO EAT

Chapel 1877

Located over three levels in a renovated chapel, this restaurant offers a range of dining experiences, from casual to fine dining.

Pieminster

Located in the heart of Cardiff, this award-winning pie shop serves classic British pies, alongside gourmet, gluten-free and vegetarian options.

Purple Poppadom

One of the premier restaurants in Cardiff, the Purple Poppadom serves up Indian cuisine with a creative flair, in a fine-dining environment.



HOTEL INDIGO CARDIFF

★★★★★ Queen Street, CF10 2AR Dominions Arcade, Cardiff, UK

The Hotel Indigo combines an eclectic, funky interior with themes tied into Welsh heritage, including Welsh industry, music, and other local flavours. The property includes free WiFi, stunning views of the Cardiff skyline and a rooftop terrace.



BEYOND CARDIFF

Anglesey, North Wales

NORTH WALES

From sheer mountains to stunning seaside towns, North Wales is an adventurer's playground. At the mountainous heart of North Wales lies the Snowdonia National Park, home to the highest peak in Wales, as well as breathtaking lakes and waterfalls. This is the place to be if you love hiking, mountain biking and getting back to nature.

At its most northerly point, you'll find the Isle of Anglesey, filled with thousands of years of history, with Roman copper mines, postcard-worthy castles and the remains of ancient Neolithic and Bronze Age societies. Over to the North-east lies the town of Wrexham, the largest in North Wales. A good base to explore the surrounding area, Wrexham also has a rich history and an emerging coffee culture.

SOUTH WALES

Outside of the capital Cardiff, South Wales has a variety of outdoor adventures mixed with Welsh culture and history. Not far from the city is the Glamorgan Heritage Coast, with sheer cliffs, sandy beaches and quaint towns along a large stretch of coastline between Ogmore-by-Sea and St Athan.

North of Cardiff is the Wye Valley, running along the border of Wales and England. The River Wye runs through this region, known for its natural beauty, upmarket restaurants and welcoming towns. We recommend visiting Abergavenny, the food capital of Wales; Monmouth which sits on the on the intersection of two rivers; and Crickhowell, the gateway to the Black Mountains and home of the popular Green Man Festival.

MID WALES

Mid Wales is perfect for a rural escape, where you'll find rolling green hills, unspoilt coastline and a strong sense of Welsh culture throughout. On the western coast is Cardigan Bay, with miles of coastline, popular beaches, excellent coastal walks and a number of small seaside villages. The bay is also home to bottlenose dolphins, who make regular appearances in the summer. History buffs will love a stay at Cardigan Castle, which dates back to the 11th century.

Inland, Mid Wales offers visitors rolling green hills, limestone caves and mountains in Brecon Beacons National Park. Only 90 minutes drive from Cardiff, this is a great place to escape the city and get back to nature. At night, it is the best place for stargazing, with minimal light pollution - in fact, it is the only International Dark Sky Reserve in Wales.

WEST WALES

West Wales is where you'll find some of the UK's best beaches and Wales' second city, Swansea. On the southwestern tip of the country is Pembrokeshire, a popular summer holiday destination for families from across the UK. Bird-lovers will want to hop on a 15-minute boat ride to nearby Skomer Island, where they'll be able to find puffins, razorbills and guillemots.

West Wales is also home to Swansea, a bustling university town that overlooks Swansea Bay. Literature and poetry fans should head straight to the Dylan Thomas Centre in Somerset Place, with numerous other museums scattered around the city, notably the National Waterfront Museum in the Maritime Quarter. Sports fans can see Wales' English Premier League team, Swansea FC, while the student population means there is no shortage of great bars to explore before or after a game.



EDINBURGH

i ABOUT

Edinburgh combines medieval history with a vibrant urban culture. A must-visit city on any trip to Great Britain, there is something here for every type of traveller.

History buffs will love exploring the Old Town, visiting the world-famous Edinburgh Castle or taking a walk down the Royal Mile. Active travellers will love hiking the hills of the surrounding area, with stunning views back over the city, and palates will be pleased with the 'Michelin Mile', a concentration of some of the best restaurants in the country.

If the year-round adventure isn't enough, Edinburgh also plays host to the world's largest arts festival, Edinburgh Festival Fringe - with more than 50,000 performances taking over the city for three weeks each year. Artists flocking to Edinburgh include some of the biggest names to up-and-comers in comedy, dance, physical theatre, cabaret, musicals, spoken word, opera, and many more. Almost everywhere you look, including on the streets, there'll be mind-blowing performances to suit any taste.

ESSENTIAL EXPERIENCES

Edinburgh Castle

An iconic landmark that overlooks the city, housing the Crown Jewels of Scotland and other historic artefacts. A must-visit for anyone going to Edinburgh.

Edinburgh Festival Fringe

The city comes alive for the largest arts festival in the world, with more than 50,000 performances over 25 days. Runs 2nd August - 26th August in 2019.

Leith

Just 15 minutes from downtown, this was the maritime centre of Edinburgh before a rejuvenation brought a new wave of dining, shopping and entertainment.

Mary King's Close

Experience 400 years of history in the underground streets of old Edinburgh, perfectly preserved and telling the stories of Edinburgh's dark past.

Arthur's Seat

A moderate hike up this dormant volcano just outside Edinburgh will provide stunning views back over the city. A must-do for any active travellers.

Royal Mile

The Royal Mile connects Edinburgh Castle and Holroyd House and runs through the Old Town. Ideal for those wanting to experience the history of the city.

WHERE TO EAT

The Elephant House

This cosy cafe is where J.K. Rowling famously penned the Harry Potter novels - make sure you check out the bathrooms, filled with Potter-themed graffiti.

The Gardener's Cottage

Set in an original Gardener's cottage dating back to 1836, the food here is simple, elegant, locally-sourced and enjoyed at long communal tables.

The Kitchin

Located on the stylish Leith waterfront, this Michelin-starred restaurant takes traditional Scottish fare and uses French techniques to create a memorable dining experience.



THE PRINCIPAL EDINBURGH

★★★★★ 19-21 George Street, EH2 2PB Edinburgh, UK

This luxury hotel is steeped in history, having welcomed guests since 1881. Comprised of five Georgian townhouses dating back to 1775, the property provides modern comfort without losing its connection to the past, and is perfectly located to explore the rest of the city.



BEYOND EDINBURGH

Isle of Skye, Scotland

GLASGOW

Glasgow is one of the most up-and-coming cities in the UK. Set on the Clyde River, Glasgow was the former heart of the British shipbuilding industry, and after its decline the waterfront has been rejuvenated and now hosts some of the premier attractions in the city, including The Riverside Museum and Glasgow Science Centre.

It has long been a destination for shoppers, boasting arguably the best shopping outside of London. Head to the 'Style Mile' for high-end items, De Courcy's Arcade for independent boutiques and The Barras for a unique market experience.

A vibrant city with emerging restaurants, bars, museums and regenerated industrial areas, the most noticeable thing about Glasgow is just how friendly its locals are, always willing to showcase the city that they are proud to call home.

SCOTTISH HIGHLANDS

If you close your eyes and picture Scotland, there's a good chance it might look a lot like the Scottish Highlands. The heart of this region is the mysterious Loch Ness, most famous for the mythical Loch Ness Monster. The Highlands are perfect for road trips, and visitors will be treated to stunning lochs, mountain ranges and ancient forests. The highlands are home to the highest mountain in the UK, Ben Nevis, with the surrounding area of Fort William renowned as an adventurer's paradise.

For a city break, head north to Inverness, a small cosmopolitan city that has its fair share of historical sites, combined with a modern dining and shopping scene. The Highlands also produce some of the best Whisky in the world, with the large region providing a diverse range of flavour profiles.

ABERDEEN

Located on the northeastern coast of Scotland, Aberdeen is a port town known for its granite buildings and rich history. From the city centre, head north towards the cobbled streets and historic buildings of Old Aberdeen, where on a sunny day the granite offers an impressive glitter to the buildings. To the east is the heart of the city's industry, where the harbour is walkable from the city centre, and the quirky fishing village of Footdee (pronounced locally as 'Fittie') which holds on to its heritage in a growing city.

Just over an hour's drive west of Aberdeen places you in the heart of the Speyside Whisky region, where in Dufftown they produce some of the most famous Whisky in the world, including Glenfiddich and The Singleton.

ISLE OF SKYE

With sheer sea-cliffs, stunning lochs, foggy moors and craggy mountains, the natural environment is the first attraction of the Isle of Skye. Connected to the northwest coast by bridge, it is recommended to explore Skye by car, with the village of Portree a good base. Directly west, you'll find Dunvegan Castle, the oldest inhabited castle in Scotland - the MacLeod clan have called it home since the 12th century.

Skye is also popular among hikers. Some of the most breathtaking walks include the Old Man of Storr, located north of Portree, Neist Point Lighthouse on the most westerly tip of the Isle, or the Fairy Pools near the town of Glenbrittle. Whisky lovers won't be left out on the Isle of Skye, with the world-famous Talisker distillery located 30 minutes drive southwest of Portree.



ACCOMMODATION

London, England



Macdonald Bath Spa Hotel

★★★★★ Sydney Road, Bath BA2 6JF, England



The Principal Manchester

★★★★★ Oxford Street, Manchester M60 7HA, England



Hotel Du Vin At One Devonshire Gardens

★★★★★ One Devonshire Gardens, Glasgow G12 0UX, Scotland



Inverlochy Castle

★★★★★ Torlundy, Nr Fort William PH33 6SN, Scotland



Llangoed Hall Hotel

★★★★★ Llyswen, Brecon LD3 0YP, Wales



Plas Dinas Country House

★★★★★ Plas Dinas Bontnewydd, Caernarfon LL54 7YF, Wales



ACTIVITIES

Dornie, Scotland



Harry Potter Tour of Warner Bros. Studio in London



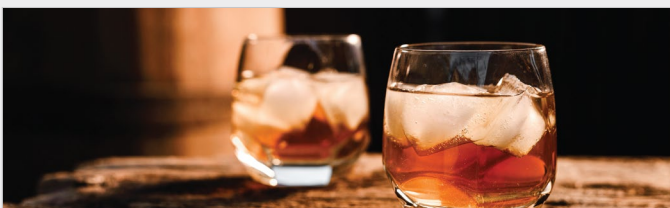
Liverpool Combination Ticket: River Cruise, Open-Top Bus & Cathedral Tower



2-Day Loch Ness, Inverness and the Highlands Tour from Edinburgh



North Wales Overnight Tour from Llandudno including Zip World



Malt Whisky Tasting in Edinburgh



Full or Half-Day Gorge Walking in Llangollen

