

'City Book' London Guide

The second city guide to be featured on Booking.com's 'City Book' app – a product designed to seamlessly combine inspiration, planning, navigation and experience so that users can discover a destination in the best possible way.

It combines machine learning models to drive contextually-based recommendations with rich, snappy and relevant content that's all actionable, i.e. everything you see can be saved to your personal bucket-list or reserved, paid for and managed all in one place.

The idea is to make planning an upcoming trip easy, fun and inspiring so that during a stay, users can spend more time enjoying themselves and less time figuring out what to do next or how to get there.

The content strategy was very simple: produce engaging descriptions with a warm and friendly tone of voice, plus a simple call to action to help users curate their own content, build a travel itinerary or pay for experiences.

With 750+ places, collections and video collections, the London guide is one of the biggest featured on the app.

Here are ten examples of content I personally wrote for the London guide:




Theatre

Shakespeare's Globe Theatre



A reconstruction of the original Globe Theatre where Shakespeare showcased many of his plays. Come for a show or guided tour and be transported back in time. The Sam Wanamaker Playhouse – a smaller, candle-lit theatre – also sits on the premises, holding regular performances.

 Free cancellation. You can cancel for free anytime before the scheduled start.

Plan visit



Art museum

Victoria and Albert Museum

This acclaimed art museum covers everything from ceramics and paintings to textiles and theatre. More than two million objects are waiting to be discovered, among them intact treasures from the Renaissance and a jewellery collection of over 3,000 precious gems.

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Street art

The Graffiti Tunnel

This graffiti tunnel is an ever-evolving display of works from different artists. With plenty of restaurants and cafés dotted around the place, you can grab a drink or snack and watch the artists at work.



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Bucket list



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Art gallery

National Portrait Gallery



The National Gallery houses the world's largest collection of portraits. From the Tudors to J.K. Rowling, the gallery spotlights the men and women who have helped shaped Britain's history. Workshops are held regularly if you want to put your creativity skills to the test.

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Train station

King's Cross Station



A hotspot for Harry Potter fans, Kings Cross is home to the famous Platform 9 ¾. Snap a photo at the imaginary platform and visit the Harry Potter Shop afterwards to stock up on wands, robes and other souvenirs. This railway station is also the only one with a pedestrian tunnel illuminated with LED lights.

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Bucket list



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Art gallery

Tate Modern



Few galleries can beat the outstanding collection of contemporary art on show at Tate Modern. Permanent exhibits showcase legendary artists like Picasso, Warhol and Matisse. The bar on the top floor is just as popular as the art, with its excellent views of St. Paul's Cathedral and the River Thames.



Plan visit



For you



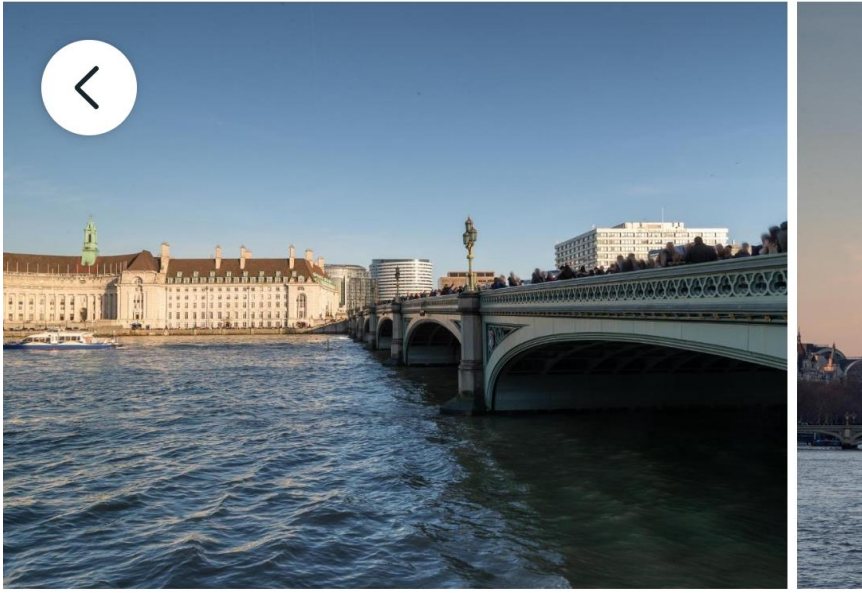
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Bucket list



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Bridge

Westminster Bridge



Connects the Palace of Westminster to County Hall, this is perhaps the most famous of all London's bridges. Bring your camera to capture iconic landmarks such as Big Ben and The London Eye as you slowly make your way across on foot.



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War museum

Imperial War Museum



From WWI to the conflicts of today, this moving museum shares stories of war through the people who endured them. An atomic bomb, human torpedo, tanks and military aircrafts are just some of the fascinating objects you'll encounter across six floors.

Get tickets ↗

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Community centre

Peckham Levels



Taking over an empty seven-storey carpark, this artist and entrepreneur's haven plays host to all manner of interesting creative and community focused events. Inside, there's co-working spaces, a hairdresser, shops and more. Up top, enjoy a drink at the bar, grab a bite to eat and check out the views of central London.

Plan visit



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Bucket list



Reserved

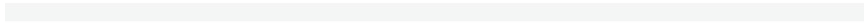


Palace

Alexandra Palace



'Ally Pally' is set in beautiful grounds with stunning views over London. This historic venue is as much famed for its music and events programme as its epic annual firework display set to music. A Grade II-listed building, it's hosted the likes of Bjork, Jack White and LCD Soundsystem.



Plan visit