

LONDON™



Wembley Arena
Wembley Stadium

HYDE PARK
London's outdoor spaces will be transformed and will contain free entertainment sites. A live series of cultural and musical events - BT London Live - will be taking place around London during the Games

Lord's Cricket Ground

Hyde Park

Earls Court

WIMBLEDON CENTRE COURT
Rafael Nadal, who has been voted the most inspiring sports star to watch in 2012, will be playing at the All England Lawn Tennis Club in Wimbledon

HARRODS
59% of Chinese visitors want to visit London's landmark shopping locations. Harrods has even installed Chinese bank card terminals

The Mall

Horse Guards Parade

TATE MODERN
1/3 of visitors want to visit London's art galleries, many are free to enter

ST PAUL'S CATHEDRAL
1/2 of the tourists to the Games want to visit historic buildings in London

AQUATICS CENTRE
The Olympics are encouraging a 1/4 of the world's population to try swimming this year

OLYMPIC STADIUM
The British public is most excited about watching Usain Bolt at the Olympic Stadium

GREENWICH PARK
London's famous parks and outdoor spaces are the most inspirational non-sporting attractions to visitors

ExCel

KEY

- National Olympic Committee House
- Olympic Venue
- London 2012 Marathon route