

London launches largest domestic tourism campaign

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Dhaka: London, which has always been in the hearts of travellers, is now launching the largest domestic tourism campaign to revive the tourism and hospitality industry of the city following the coronavirus pandemic.

Sadiq Khan, the newly re-elected Mayor of London, has announced the plans for the largest domestic tourism campaign the city has ever seen. Mayor Khan announced that his immediate priority would be the new “Let’s Do London” campaign.

The campaign has been created in partnership with the city’s hospitality, culture and retail industry. The flagship campaign is to encourage Londoners and visitors to visit central London, which includes a one-off special event programme created in partnership with London’s most famous cultural institutions and attractions.

Mayor Khan said, “I am honoured to be re-elected as the mayor of the city I love, the greatest city in the world. This is London’s largest domestic tourism campaign ever seen to defend our business, cultural institutions and attractions that were heavily damaged during the pandemic. This is to convey to Londoners and people across the country the message that our capital is ready to entertain, inspire and captivate again.”

The capitals renowned chefs, foodies, and hospitality venues will meet to promote and

celebrate London's world-class culinary offering later this month. There will be a new and exciting public art presentation to invite people back to London.

One of the most influential living artists of Britain, David Hockney has redesigned TfL's iconic Roundel "Hockney Circus" with special artwork as part of the acquisition of Piccadilly Circus Station.

Award winning London designer [Yinka Ilori](#) has partnered with the London Design Festival to create a series of major new temporary cityscapes in Central London transforming it into a giant outdoor art gallery.

Major festivals of London such as The Fashion Week, Freeze London, London Design Festival and 65th BFI London Film Festival will be held in the fall and some to be revived in the winter.

It has planned a year around festivals showcasing London's world-class cultural attractions, hospitality business, nightlife and creative freelancers, artists, and performers at the heart of the programme's development.