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## London Northwestern Railway reveals how families can save £200 at London attractions this August

Today (6 August 2025) London Northwestern Railway (LNR) has revealed London's five most popular attractions amongst savvy train passengers who snagged savings last summer, giving families the chance to save £200.

National Rail's [Days Out Guide](#) offers 2 for 1 deals and 1/3 off in savings for attractions on behalf of train operators across London and nationwide, with the only caveat being that visitors must travel to their chosen day out by train.

With summer holidays in full swing, LNR has reviewed data from [Days Out Guide](#) to reveal which discounts for London attractions were most claimed last August.

A family of four can save £200 when visiting these five well-loved locations. \*  
With children under 5 travelling for free, LNR is encouraging families to do more for less this summer.

### **#1 London Zoo – 2FOR1 entry**

Over 25% of deal-savvy travellers chose London Zoo for their day out last August – making it the leading destination among rail-linked bookings.

Nestled in Regent's Park among heritage-listed architecture and lush gardens, London Zoo offers a tranquil escape in the heart of the capital. Home to more than 15,000 incredible animals, it continues to draw in families and wildlife enthusiasts with its unique experiences.

### **#2 London Eye – 1/3 OFF the ticket price**

The London Eye was the second most popular choice, accounting for 23% of discounted bookings. Celebrating 25 years since it first transformed the capital's skyline, the world's tallest cantilevered observation wheel stands at a stunning 135m. From romantic moments to star-studded appearances, its 32 viewing pods have played host to millions.

### **#3 SEA LIFE London Aquarium – 1/3 OFF the ticket price**

In third place, SEA LIFE London Aquarium continues to captivate guests with its immersive marine exhibits located along South Bank. With over 5,000 sea creatures—from majestic sharks to ethereal jellyfish—visitors can explore interactive zones and the Ocean Tunnel, while supporting vital marine conservation.

### **#4 Madame Tussauds - 1/3 OFF the ticket price**

Number four is the ever-popular Madame Tussauds London, where guests encounter lifelike wax figures of global icons, surrounded by theatrical sets

and engaging experiences that appeal to all ages.

## **#5 Tower Bridge – 2FOR1 tickets**

Rounding out the top five is Tower Bridge, a true London landmark offering 2FOR1 admission. Visitors can explore the iconic towers and Victorian engine rooms, walk across the glass-floored high-level walkway, and—if timed just right—experience a dramatic bridge lift from above.

Jonny Wiseman, LNR customer experience director, said: “Being able to get a discount just by catching the train is an easy way to save money on your day out this August. With plenty of offers available on some of London’s most iconic attractions, there’s something for everyone.”

Additional discounts are available across a variety of the capital’s highlights, including London Transport Museum, Big Bus Tours and Battersea Park Children’s Zoo, offering even more reasons to travel by rail this summer.

Tickets must be booked in advance through the National Rail’s Days Out Guide. Visit the LNR website to explore the different discounts on offer via <https://www.londonnorthwesternrailway.co.uk/tickets-discounts/discounts/offers>

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\*Calculated based on tickets for two adults and two children booked in advance for Saturday 9 August.

Data based on number of bookings made to Days Out Guide London attractions from 1-31 August 2024

## **About London Northwestern & West Midlands Railways**

For further information on this release, email [press.office@wmtrains.co.uk](mailto:press.office@wmtrains.co.uk)

London Northwestern & West Midlands Railways operates both West Midlands Railway and London Northwestern Railway services.

- **London Northwestern Railway** services operate between Liverpool and Birmingham, and on the West Coast Main Line to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street and Birmingham Snow Hill.

For more information on these services visit [westmidlandsrailway.co.uk](https://www.westmidlandsrailway.co.uk) or [londonnorthwesternrailway.co.uk](https://www.londonnorthwesternrailway.co.uk)

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### **About Days Out Guide**

A great way to save money off trips and excursions when you travel by train, National Rail's Days Out Guide offers discounted entry to almost 400 attractions nationwide, including London Zoo, SEA LIFE Centres, and Kew Gardens. For more information visit [www.DaysOutGuide.co.uk](https://www.DaysOutGuide.co.uk).

## Contacts



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