



THE LONDON TUNNELS
COVERAGE PACK
SEPTEMBER 2023



What the Media says

- 69 publications have shared this story.
- The publications spread across 15 countries.
- The total reach is 2,427,774,600.

*It is hoped that as many as two million visitors a year will visit the attraction site after it is converted into a high-tech immersive experience – **Evening Standard***

*Plans have been revealed for what promises to be London's most spectacular underground tourist attraction ever – **CNN International***

*At the same time, Angus Murray wants to preserve parts of its history, such as what he says was the UK's deepest bar, which was frequented by the engineers and clerks who worked underground.
– **Bloomberg***

*If planning approval goes ahead, the tunnels will become part of London's amazing attractions.
– **My London***

*Designers plan to use the latest technology to recreate the sights, sounds and smells of the tunnel during its wartime use as part of an immersive visitor experience, with plans open to public consultation.
– **Daily Mail***

*Their next mission: to become one of London's leading tourist attractions. – **The Times***

*Guests will be able to explore the history of the passageways as they interact with newly installed screens and other immersive technology, such as scent emitters. – **Time Out***

*Hidden deep below the surface of central London lies a vast network of secret spy tunnels which will be open for the public in an exciting £220 million plan. – **The Independent***

*Planning application hasn't yet been submitted (the plan is to do so in November 2023) — so none of this may actually see the light of day. We've got our fingers crossed that it does though — it'd be another subterranean wonder to add to London's ever-expanding list, which already includes the likes of the Churchill War Rooms and Mail Rail. – **The Londonist***

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Bloomberg	25.09.23	International	Secret 'James Bond' Tunnels May Become a Tourist Attraction	Online	59,200,000
BNN Bloomberg	25.09.23	International	Secret 'James Bond' Tunnels May Become a Tourist Attraction	Online	4,900,000
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El Iberico	25.09.23	Spain	This is the next attraction in London: the secret tunnels of World War II	Online	80,500
The Jerusalem Post	27.09.23	Israel	World War 2-era London spy tunnels to become tourist attraction in 2027	Online	11,900,000

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w6nnews.com	25.09.23	Jordan	Secret 'James Bond' tunnels may become a tourist attraction	Online	42,400
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EMEA Tribune	25.09.23	International	Secret 'James Bond' tunnels may become a tourist attraction	Online	23,400
The Business Times	25.09.23	US	Secret 'James Bond' tunnels may become a tourist attraction	Online	88,800
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KION546	26.09.23	US	Secret World War II tunnels to open to public	Online	380,400
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