

Five MAIN VIBES OF LONDON

Which Neighborhood Is Your Vision of London?



By Send Me to London



THE *Vibe* NAMES

Mary Poppins

The Big City

Call the Midwife or Street Art/Funky/Gritty

The Busy Night Life (aka Times Square)

King and Country

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travel agent and
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A NOTE from KIM

“When a man is tired of London,
he is tired of life; for there is in
London all that life can afford.”

~Samuel Johnson

Dear London Traveler,

When I started Send Me to London 2 years ago, it was a labor of love for me. **I am literally addicted to London** and have been going 2-3 times a year for over 10 years and can't seem to get enough. *I view London not through the eyes of someone who lives there and has become blind to it, but through the eyes of someone who has never seen such a wonder in their whole life.* Landing in London for me is like being 7 and waking up on Christmas morning or your birthday.

It's magical and exciting and I can't wait to get out on the streets to start exploring. **It never gets old for me.**

That great love is what led me to want to share it with others. That is when **Send Me to London** was born. **I am a full-service travel agent** who can plan your London trip in a way that would not be possible if you didn't know London well. London can be overwhelming to the first time visitor but my goal is to make you feel like a London expert before you even set a foot in it.

So, if you are reading this little bit about London, I hope you are also thinking about letting me plan your visit to London.

I create an itinerary for you that is **highly personalized** and meets your goals and needs based on your budget.

www.sendmetolondon.com

It then comes wrapped up in a really handy app that runs on your phone and will be like having me with you on the trip.

Get to know your London “vibe” and then reach out and let’s find you the perfect hotel in the perfect neighborhood and get started with your visit to the best city in the world!

Kim



THE

Mary Poppins VIBE



Call it Mary Poppins, Notting Hill (the movie), My Fair Lady, Paddington Bear or any other term that suits you. This is classic movie set London that reaches back to Victorian and Georgian times.



There are many names I could assign to this area of London, but Mary Poppins is the one that keeps coming to mind. It's those rows of white houses with porches and below ground flats. In Notting Hill, you might find a rainbow of colors. You'll find quaint and quiet mews where horses were once stabled but are now luxury homes.

This area of London is very pretty. Many Royal parks are found in these areas and there is definitely a neighborhood vibe with coffee shops, cafes and high streets

These areas are more relaxed with more opportunities to get away from the crowds, unless it's Saturday morning and you want to pop up to Portobello Road for the iconic market.

The hotels will be more boutique-like in these areas. But beware, some will have below-ground rooms that you have you looking at everyone's feet as they pass by the window. They aren't the worst, but they are also not my favorite. But, it's the nature of some of these houses that have been converted to hotels



Lovely Street Scenes around Kensington, Chelsea and Notting Hill

The Mary Poppins vibe is characterized by pretty terraced houses with decorative facades and lots of leafy trees.

These areas are well connected to central London so you don't have to worry about transportation or getting around. In fact, I very much consider them to be PART of London.

It will be easier to find grocery stores in these areas as they are more residential. That's a plus if you want snacks or drinks during your stay.

Some of the Mary Poppins areas of London are:

- Kensington
- South Kensington
- Bayswater
- Notting Hill
- Islington
- Chelsea
- Marylebone
- Belgravia
- Mayfair

THE

Big City

VIBE

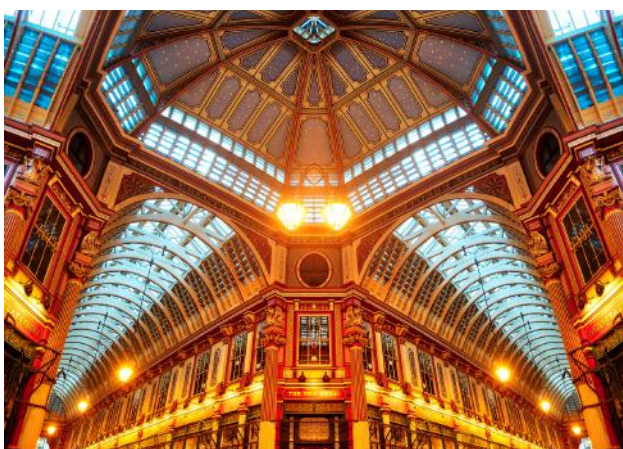


Manhattan, Frankfurt or downtown Chicago - you'll get that big city vibe in this area of London. You'll be well-connected to the touristy places, but this is not one of them.

DO you love skyscrapers and busy traffic? Do you not mind that things shut down early and you're happy to retreat to your hotel room with some takeaway food to relax and watch TV for the evening? If so, then the big city vibe might be for you. Hotels will generally cater to business travelers and you may find them cheaper on the weekends. Many of the services are geared towards what I call "The Blue Suits" who pack up and head for a drink at 5 and then head home to the



outer areas of London where they live. Don't get me wrong, there are some great gems in this area from many of the high viewing platforms to the Royal Courts of Justice to Leadenhall Market and the Barbican Center. But, this area somewhat lacks the charming neighborhoods and tourist haunts most people come to London to see. And, many of the hotels have a more business-like feel and approach devoid of charm. And, there will be quite a few American and UK chains here catering to business people.



***The Big City Vibe
is characterized
by tall buildings
and restaurants
and services
catering to the
business crowd.
It gets pretty quiet
at night.***

This area is known as “The City” or “The Square Mile” and it is the central business district of London.

Coffee shops like Starbucks or Pret often open later and close earlier in this part of London. And, you won’t as easily find grocery stores. Many restaurants will be very busy right after 5 and then closed up by 7 or 8. It becomes a bit of a ghost town in the evenings.

The Big City areas of London are sort of anywhere North of the Tower of London including Aldgate and Whitechapel. I would consider the Canary Wharf area also part of the big city vibe as it’s very modern but doesn’t close up as early. St Katherine’s Docks probably also fits that. But, there is a nice large Waitrose in that area that is great for groceries.

THE



Gritty Street VIBE



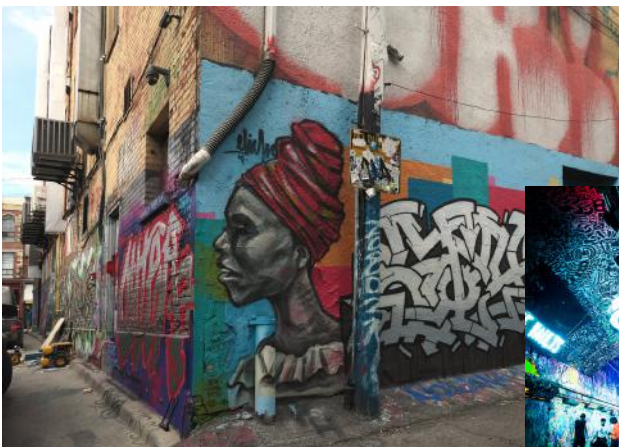
If you watch *Call the Midwife* or *Peaky Blinders* or any show set in London where brick buildings are prominent, this is what I consider to be this vibe. It's classic bricks and mortar London



Call the Midwife is set in Poplar, an area of London that is characterized by brick buildings, warehouses, and other industrial looking places. Brick lends itself to street art so many buildings are covered with it for good or bad.

Some of the best ethnic food is found in these areas and street art walks are common. It's also the area that was terrorized by Jack the Ripper.

In some of these areas, the brick warehouses have been converted to hotels or luxury flats. You may also find cheap hotels and small independent grocery markets. There may be wide foot pavements where street markets are always set up. In some parts, you'll see more Middle Eastern or African clothing than western looks. And, the sad truth is that there are some areas you should not stay in due to crime. But, they are not listed here and they are often a bit farther out.



The Gritty Vibe is characterized by brick buildings and street art.

Street art is everywhere in this grittier London vibe. Brick Lane is bursting with street art, markets and great Indian Food. The Leake Street Tunnel on the south side of the river is an explosion of color. These are funky areas that have a cool vibe appealing to the younger crowd.

The Gritty (but safer) areas of London are:

- Brick Lane
- Southwark
- Spitalfields
- Shoreditch
- Camden Town
- Pretty much anything south of the river (but don't go too far south)

THE



Busy Nightlife VIBE



This area is all about activity - night and day. It's the Times Square of London. It can be a bit exhausting if you don't know what you're getting into.



Contrary to what many Londoners will tell you, London is not a 24/7 city when compared to NYC. But, it has its parts and this part of London does stay busy after other things have closed. It's full of theatres and late-night restaurants that spill into the streets. People heading home after the last call may linger around the squares before catching the last tube or the night bus.

The lights of Picadilly Square never seem to dim and the kids loitering around the fountain never seem to go home. Grocery stores are not as easily found, nor will you find many green spaces to relax. But, it's also home to some of the best shopping in London and one of the nicest hotels - The Ritz. You will also find London's West End Theatre District and China Town where you can get food late at night.



***The Busy
Nightlife vibe is
characterized by
glowing
marquees, busy
squares, great
restaurants and
Chinatown.***

If your goal is to see as many West End shows as possible, then this part of London might be your vibe. You can easily get from your hotel to the many theatres. However, hotels will be a little pricier in this area for that reason.

The Busy Nightlife areas of London are:

- SOHO
- Leicester Square
- Chinatown
- Picadilly
- Oxford/Regent Streets
- Carnaby Street
- Covent Garden (this one will be on 2 lists)

THE

King & Country

VIBE



These are the things tourists often come to London to see. They are spread all over the city so sometimes they fit into other categories but I'm putting them in their own.



Most people have a list of the top things they want to see in London and it usually includes a lot of the historic buildings dotted around the city and connected to either the royal family or the history of London and the UK. Not all of them are near good tourist hotels and not a lot of hotels will have a view of these great buildings. But, you can still be close enough if this is your vibe.





The King and Country vibe is characterized by London's greatest attractions and spread throughout London

Some of London's most exclusive hotels will be in these areas. Views of these landmarks aren't common from hotels. The exception is that several will have views of Tower Bridge, the Tower of London and, if it's your thing, the London Eye.

The King and Country areas of London are:

- Tower Hill
- Victoria/Buckingham Palace
- Westminster
- Greenwich
- Knightsbridge
- Trafalgar Square
- Park Lane
- Covent Garden
- South Kensington (for classic museums)
- Bloomsbury (The British Museum)



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*Ready to
Plan?*

