

# WEST END MARKETING ALLIANCE

## **LONDON** **WEST END** shopping, entertainment & culture like nowhere else

The purpose of West End Marketing Alliance and (WEMA) is to make the West End more famous as the destination for unrivalled shopping, entertainment and culture, through defining and promoting a unifying offer. Our vision is for the West End to be internationally famous for its unparalleled offerings. Our brand essence is to promote the West End as an offer: 'Like nowhere else' promoting, through our activities, the scale, choice, vibrancy, glamour, excitement, discovery of this unique area.

London's West End is one of the world's top destinations and offers some of the best cultural, entertainment, shopping and dining experiences.

In a snapshot, the key highlights of London's West End are:

- 2,500 restaurants & bars offering cuisines from across the world, 17 of which are Michelin starred
- 2,000 shops offering everything from high class fashion to one off vintage finds
- 40 world class theatres showcasing Broadway hits and contemporary productions
- 30 museums and galleries exhibiting some of the worlds most iconic art
- 20 cinemas offering glamour and celebrity excitement through red carpet premieres
- 7 tranquil green spaces to sit back and soak up the atmosphere

Our area includes:

Bond Street, Carnaby, China Town, Covent Garden London, Cultural Quarter, Jermyn Street, James's, Kingley Court, Leicester Square, Newburg Quarter, Opera Quarter, Oxford Street, Piccadilly, Piccadilly Circus, Regent Street, Seven Dials, St James's, St Martin's Courtyard, Theatreland.

London's West End is the world's top cultural, entertainment, shopping and dining destination, with a global mix of 2,500 restaurants & bars, 2,000 shops, 40 renowned theatres, 30 museums and galleries, 17 Michelin star restaurants and 7 tranquil green spaces.

Shopping, Entertainment & Culture like nowhere else [www.westendlondon.com](http://www.westendlondon.com)