

NEW TOURS AVAILABLE FOR SHERLOCK HOLMES FANS



Sir Arthur Conan Doyle's famous detective is the main character of the recently released new film. Besides various action scenes, the film also features a number of famous locations around the UK. Visit Britain launched a special website and a map to help the fans organize a Sherlock Holmes tour around the country.

Sherlock Holmes is perhaps one of the most famous fictional characters to ever grace British literature. A new film was released on Boxing Day last year to celebrate the great detective figure. **UK's tourism board also regards the movie as a great opportunity to lure fans to the unique buildings and regions mentioned in the film.**

The film features, amongst others, St. Paul's Cathedral, the Houses of Parliament, Manchester Town Hall and the Liverpool Docks. The organizers of tourist trips and national as well as regional tourist boards are trying to persuade British people and visitors to the British Isles to visit these places and live the role of Sherlock Holmes for a while. **A special website at Visitbritain.com has been launched including a map of places included in the film.**

The 150th anniversary of Sir Arthur Conan Doyle's birth this year is used to promote the locations even further. It has also been stressed that Sherlock Holmes is not the only reason to visit many of the afore-mentioned locations. Indeed, the Manchester Town Hall is worth a visit anyway, being a great example of Victorian Neo-Gothic architecture. On a similar note, there are few better examples of industrial architecture than at Liverpool Docks.

The Sherlock Holmes theme is used as an extra enticement to tourists in order to get them to visit places they should really visit anyway. The fact that so many locations appeared in the film has served to give the tourists industry a host of opportunities.

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Date: 2010-01-25

Article link:

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