

BECOME 007 FOR A WHILE



It is almost every schoolboy's dream - to live the life of James Bond for at least a while. Let's face it. Bond is a superhuman character when it comes to masculinity. One can think of the immense talent to do anything, the multitude of women who cannot wait to break Bond's heart, the thrilling lifestyle and amazing charm. In light of the recent Bond film, VisitBritain has teamed up with those involved in the new film, Quantum of Solace, to offer prize winners the opportunity to be 007 for a short while.

The above-mentioned organisations have teamed up to create the so-called ultimate Bond experience, in the shape of a three-night trip to Britain. Bond, in the films, usually just drops in to Britain in order to visit the eccentric inventor Q. However, prize winners can now expect visits to luxury museums, visits to luxury hotels only and tours of bars where the Martini 'shaken not stirred' with the infamous olive shall be on offer. In fact, the most famous stop on the Bond tour should be the notorious Duke bar in London where a vodka martini is a simple must.

Living the lifestyle of one of the most identifiable fictional characters of all time should be great fun. The only thing the tour cannot guarantee is the female company in such abundance as in the films. On a more positive note, prize winners are almost certain not to get themselves in anything like the amount of danger as Ian Fleming's character does in almost every scene. The offer is being promoted using a lot of posting artwork and iconic logos. Perhaps the 'Bond' product has reached such a stage that new innovative ideas are absolutely vital to its image. This seems to be the start.

Date: 2008-09-30

Article link: <http://www.tourism-review.com/become-007-for-a-while-news1122>