

EXHILARATING PERSPECTIVES

THE LONDON EYE MEDIA PACK

LONDON EYE

A LANDMARK RE-IMAGINED

Rising above the Thames, the London Eye gives every guest a new way to see London. At 135 metres tall, it's the world's largest cantilevered observation wheel, offering breathtaking, 360-degree views across the capital.

But it's more than a viewpoint. It's woven into the fabric of London life: a stage for celebration, a beacon for culture, and a symbol recognised the world over. From New Year's Eve fireworks to film premieres, marriage proposals to milestone moments, the London Eye continues to offer Londoners and visitors alike an exhilarating new perspective on the city they love.

Since opening to the public on 9 March 2000, the London Eye has taken its place alongside Big Ben, Tower Bridge and St Paul's Cathedral as one of London's defining landmarks. Originally conceived as a temporary installation to mark the millennium, the London Eye has proved so popular that it has become a permanent fixture on the skyline, and one of the UK's most-visited paid attractions.



THE VISION

As the 20th century drew to a close, London searched for a way to mark the new millennium. The solution came from architects David Marks and Julia Barfield. Their vision was a 21st-century answer to the Eiffel Tower: a structure that would celebrate London's creativity and ingenuity, and offer an entirely new perspective on the world's greatest city.

They chose the wheel, an age-old symbol of time and change, as the perfect form with which to welcome a new era. A quarter of a century later it remains one of London's most iconic landmarks.





Julia Barfield, London Eye architect.



A FEAT OF DESIGN AND ENGINEERING

The London Eye is engineered like an enormous bicycle wheel: a central hub and spindle, connected to the rim by cable spokes. Its A-frame legs are supported by colossal foundations and tied back by cables anchored beneath Jubilee Gardens.

It took seven years and the skills of hundreds of people from across five countries to bring it to life. Shipped up the Thames by barge and assembled on the South Bank, the fully-built wheel was raised from horizontal into its upright position over the course of a week, a technique borrowed from the construction of North Sea oil rigs. All 32 capsules were then fitted in just eight days, and a decade later were upgraded with more efficient heating and cooling systems.

It's often mistaken for a Ferris wheel, but it's not. Its capsules are fully enclosed, climate-controlled and mounted on the outside of the rim, while the entire structure is supported by an A-frame on one side only, making it the world's tallest cantilevered observation wheel.



Lifting the wheel into its upright position.



Julia Barfield, London Eye architect.



The London Eye gets a spring clean.

THE EYE IN NUMBERS

135 metres

Standing as tall as 64 red telephone boxes stacked on top of one another, the London Eye is the world's largest cantilevered observation wheel.

40 kilometres

On a clear day, guests can see all the way to Windsor Castle.

32 capsules

One for every London borough. Superstition means they run from 1 to 33, skipping the unlucky 13.

800 guests

Every rotation carries the equivalent of 11 London double-decker buses.

30 minutes

One gentle, continuous rotation, slow enough for guests to step on and off without the wheel ever stopping.

A week

The time it took to raise the fully-built wheel from flat on the Thames into its iconic upright position, using technology borrowed from North Sea oil rigs.

6,000+

Marriage proposals made on the London Eye since it opened.

25 & 31 visits

Records held by Kate Moss (the UK's most frequent celebrity flyer) and Jessica Alba (the record for an international visitor).

75% more efficient

Energy saved since the London Eye's LED lighting upgrade.

100% biodegradable

Every oil and cleaning product used on the wheel, including its edible grease, is kind to the Thames and its wildlife.

More visited than the Taj Mahal

Every year, more people visit the London Eye than travel to see the Taj Mahal, Stonehenge or the Great Pyramids of Giza.

On screen

Featured in Paddington 3, Mission Impossible - The Final Reckoning, Harry Potter and the Deathly Hallows, Fantastic Four: Rise of the Silver Surfer, Doctor Who and Sherlock.

MORE WAYS TO EXPERIENCE THE EYE

The London Eye River Cruise

Beneath the wheel, the Silver Bonito offers a 40-minute sightseeing cruise along the Thames, with live commentary from expert guides. Departing from the London Eye Pier, it sails as far as Tower Bridge, passing the Houses of Parliament, St Paul's Cathedral, the Tower of London and Shakespeare's Globe along the way. Fully accessible across both decks, the Silver Bonito carries up to 235 guests, with audio commentary available in eight languages.







MORE WAYS TO EXPERIENCE THE EYE

A stage for the city

From fashion shoots and film premieres to New Year celebrations, the London Eye provides a backdrop for some of London's biggest cultural moments.

It hosts one of the world's largest New Year's Eve fireworks displays and has appeared in films including *Paddington in Peru*, *Harry Potter and the Deathly Hallows*, *Wimbledon*, *Thunderbirds* and *Fantastic Four: Rise of the Silver Surfer*. It has also appeared on screen in *Doctor Who*, *Sherlock*, *The Apprentice*, *Love Is Blind UK* and *The Simpsons*.

For filming applications and full guidelines, email: pressoffice@londoneye.com or visit londoneye.com/filming.



Barbie film launch at the London Eye.



Sonic 3 film launch at the London Eye.



Lunar New Year Lion Dance at the London Eye.

RECENT HIGHLIGHTS

Singing for England

Ahead of England's opening match at the 2026 World Cup, football legend John Barnes climbed 443ft to the top of the London Eye to launch 'Singing for England', a sky-high singalong hosted by the London A Cappella Collective, celebrating anthems including World in Motion, Three Lions and Sweet Caroline. The pod experience ran across the tournament's group stages, giving fans a brand-new way to get behind the Three Lions.

Ink in the Sky

The London Eye became home to the world's first rotating tattoo studio, created in partnership with leading UK tattoo brand The London Social. VIP guests, including Kelly Osbourne and Lioness Georgia Stanway MBE, were among the first to get inked above the capital, choosing from a limited-edition menu of fine-line, London-inspired designs. All 32 public slots sold out in under 2 hours.







A LANDMARK FOR EVERYONE

Accessibility is at the heart of the London Eye experience: from widened entrances and ramps to voice and visual alarms, slowed boarding for guests with limited mobility, T-loop systems, and free admission for a carer accompanying a guest with a disability.

The Eye's connection to London goes beyond its skyline. Under the terms of its original planning permission, 1% of its revenue is donated back to the local community, and its profile is regularly used to support national causes, including Help for Heroes, WWF's Earth Hour, Show Racism The Red Card, Stephen Lawrence Foundation and Sport Relief.

All fundraising activity is directed to Merlin's Magic Wand, the charity that brings magical experiences to seriously ill, disabled and disadvantaged children. For charity requests, please email charity@londoneye.com.







ABOUT & GENERAL INFORMATION





The London Eye is operated by Merlin Entertainments, Europe's largest and the world's second-largest visitor attraction operator. Merlin's portfolio includes SEA LIFE London Aquarium, Madame Tussauds, LEGOLAND®, Alton Towers Resort, Warwick Castle, Thorpe Park Resort and Blackpool Tower, among many more. For more information, visit merlinentertainments.biz.

Opening information

The London Eye is open throughout the year, except on Christmas Day and during a period of annual maintenance in January. Opening hours vary: guests are advised to check the latest times and book tickets in advance at londoneye.com.

Bookings and general enquiries

For general information about the London Eye, or to save on advance bookings, visit londoneye.com.

Press enquiries

For press enquiries, including photography, filming, talent visits and media visits email pressoffice@londoneye.com.

Partnerships

For partnership opportunities, including paid activations, brand collaborations and sponsorship enquiries, please contact uksponsorship@merlinentertainments.biz .

Content creators

For all content creator and influencer enquiries, please contact creators@merlinentertainments.biz.

Events and special occasions

For corporate entertainment, hospitality and weddings, call 020 7487 0224 or email events@merlinevents.com.

Customer services

For customer service enquiries, email customer.services@londoneye.com.

Postal address

The London Eye, Riverside Building, County Hall, Westminster Bridge Road, London, SE17PB.



About Merlin Entertainments Limited.

Merlin Entertainments is a world leader in branded entertainment destinations, offering a diverse portfolio of resort theme parks, city-centre gateway attractions and LEGOLAND® Resorts which span across the UK, US, Western Europe, China and Asia Pacific. Dedicated to creating experiences that inspire joy and connection, Merlin welcomes more than 60 million guests annually to its diverse global estate in over 20 countries.

An expert in bringing world-famous entertainment brands to life, Merlin works with partners including the LEGO Group, Sony Pictures Entertainment, Peppa Pig, DreamWorks and Ferrari to create destinations where guests can immerse themselves in a wide array of brand-driven worlds, rides and uplifting learning experiences.

For more information, see www.merlinentertainments.biz



Warwick Castle