

BARRON'S

Penta Daily

Insights and advice for families with assets of \$5 million or more.

- July 5, 2016, 3:22 P.M. ET

London Now a Travel Bargain

By Sonia Talati

Still scrambling for last minute vacation ideas? Anthony Lassman, co-founder of the London- and New York-based luxury travel firm, [Nota Bene](#), says the overall vacation costs for an American traveler heading to London will be around 15% less than those during pre-Brexit days, reflecting how much the pound has fallen since the vote.



Bloomberg News

Lassman recommends a chartered boat ride up the River Thames to the [Tate Modern](#), starting at Chelsea Pier. An art expert meets you at the Bankside Pier and walks you to the entrance and through the collections, providing lively insight and background stories on the modern and contemporary art exhibitions, like Georgia O'Keeffe's, which is currently on display, and the Louise Bourgeois room, showcasing a French-born American sculptor best known for her other-worldly works in wood, bronze and marble.

New research by [Merrill Lynch/ Age Wave](#) shows that high-net-worth retirees are prioritizing novelty in their travel, with 72% striving for new experiences and 70% yearning to explore new places, an aspect that many clients, Lassman says, are requesting for their trips. When clients demand such uniqueness, Lassman sometimes sends them to the [Petersham Nurseries](#) in Richmond's Park, with its picturesque greenhouse selling oddities, such as cast iron pedestal urns and elegant gazebos. Lunch can be had at the Café, known for its slow-food approach to cuisine. "It's the kind of place you would have to be in the know to visit," says Lassman.

The cost for this sort of bespoke day of London tourism, including lunch at the Café, the chartered boat, admission to the Tate Modern, and hiring a private curator, comes out to 7,000 pounds for a couple. In dollars, that's \$9,120, down from \$10,500 before the Brexit vote. That's a decent saving—and well worth taking advantage of.

URL: <http://blogs.barrons.com/penta/2016/07/05/london-now-a-travel-bargain/tab/print/>