

Brighton, sometimes known as 'London-by-the-Sea', is perhaps England's best known and loved seaside town. A bustling and exciting place, it has long had a reputation for knowing how to enjoy itself. Visit the decadent Royal Pavilion and the iconic, exuberant Pier by Brighton Beach. Nestling between the Pavilion and seafront are the narrow, pedestrianised Lanes – the core of the old fishing village from which Brighton evolved. Old antiques shops mix with new designer outlets and bars, pubs and restaurants to create a lively, intimate atmosphere. North Laine is more bohemian, with eclectic shops and cafés.



Royal Pavilion

The Royal Pavilion is an extraordinary fantasy born of a seaside affair: Prince Regent (later King George IV), aged 21, fell in love with both the seaside and a local resident, Maria Fitzherbert, and decided that Brighton was the perfect place to party. The Indian-inspired exterior was built between 1815 and 1822; the lavish interiors combine Chinese decorations with magnificent furnishings including gilded dragons and carved palm trees.



Brighton Beach & Pier

Brighton Beach is one of the main reasons for coming to the town – take a stroll along the seafront or relax in one of the many bars and cafés right by the sea. The pier is the very image of Brighton, with its Palace of Fun offering takeaway food and 1000 arcade games and fruit machines. All kinds of sports are available, from fishing trips to volleyball, if you're feeling energetic, or simply hire a deckchair and soak up the sun and the beach atmosphere.



Sea Life Centre

The world's oldest operating aquarium. Explore one of the most spectacular underwater tunnels in England and experience a completely uninterrupted view of life beneath the waves as stingrays and sensational British sharks glide silently overhead. With multi-viewing and feeding displays and daily talks this is a fascinating visit for all ages.



British Airways i360

Take a flight to the skies and see Brighton and the beautiful south coast as you've never seen it before. Glide up gently to 450 feet on the world's tallest moving observation tower, conceived and designed by the creators of the London Eye. In a futuristic glass viewing pod, visitors can admire 360-degree views across Regency Brighton, the South Downs and a stretch of over 66 miles of coastline, east to Beachy Head and, on the clearest days, all the way to the Isle of Wight in the west.

What else can I see and do?

For great shopping wander through **The Lanes**, a maze of narrow 17th-century alleyways, and pick up ideas for jewellery and designer clothes or relax alfresco in Brighton Square. Brighton's **North Laine** has a laid-back, bohemian charm and over 300 unique, individual and quirky shops as well as funky cafés and earthy coffee shops galore. For a taste of high street shopping, Brighton's **Churchill Square** has over 80 stores under one glass-domed roof. If bargain hunting is your thing, visit Brighton's only outlet shopping centre at **Brighton Marina**.

A £10 million redevelopment has transformed **Brighton Museum & Art Gallery** into a state-of-the-art visitor attraction. Dynamic and innovative galleries – including fashion, style and 20th-century art and design – feature exciting interactive displays appealing to all ages. Brighton Museum & Art Gallery is set in the Royal Pavilion Estate within Brighton's Cultural Quarter.

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