

Rowing Season Kicks Off With Head of the River Race



Released on: March 18, 2013, 8:34 am

Author: LondonTown.com

Industry: [Travel](#)

Dry run of Oxbridge boat race set for March 23rd, with LondonTown.com providing discounted hotels in London along the route

March 18, 2013, 8:34 am -- [/EPR NETWORK/](#) -- This year's Head of the River Race will take place on Saturday March 23rd. The first major rowing event on the 2013 calendar, the competition is effectively a warm-up for the annual Oxford v Cambridge Boat Race. The race follows the exact same course as its more famous counterpart, but in reverse, starting in Mortlake and ending up at Putney Bridge.

A total of 420 crews will traverse the 4.25 mile course through some of London's most beautiful spots, taking in the most iconic stretches of the Thames along the way. Proceedings are expected to get underway around 11am. As usual, the pubs and restaurants that line the route will be full to the rafters, so travelling boat race fans are well-advised to book a table early if they want to witness the action.

While it may not have the cachet of the Oxbridge contest, the Head of the River Race still regularly attracts visitors from all over the world. This year, a number of hotels in London have teamed up with booking website LondonTown.com to offer significant discounts. Each of the participating hotels is dotted along the route.

Among the [hotels in London](#) taking part in the offer, the [Jurys Inn Chelsea Hotel London](#), just off the King's Road, is offering a 71% discount on their standard rate for double rooms. The discount brings the cost of a stay down to just £74.

The [Holiday Inn Express Wandsworth](#) is situated in Smuggler's Way, less than 5 minutes walk from the riverside. When booking through LondonTown.com, accessible double rooms are now available with a 50% discount, making the cost of a night's stay just £66.

For more details on the hotels in London featured here, and to find more discounted rooms coming up this year, LondonTown.com.

-ENDS-

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)