

# ArcelorMittal Orbit counts down to Games with Olympic competition



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## **LondonTown celebrates the new London landmark and finds ideal last-minute hotels for visitors to Stratford**

July 09, 2012, 2:38 pm -- /[EPR NETWORK](#)/ -- The controversial ArcelorMittal Orbit structure, built in the middle of the Stratford Olympic Park and described by Boris Johnson as a 'rival to the Eiffel Tower' is counting down the days to the opening of the Olympic Games with an exclusive competition – and LondonTown.com is throwing in its own exclusives to celebrate.

The huge red structure, designed by Anish Kapoor and Cecil Balmond, will be open to visitors during the Games, allowing the public to climb the height of its 115m structure and enjoy incredible views westward across the rest of London.

Culture and leisure online experts LondonTown.com are sure that the structure spells great news for [London hotels](#), especially those in the area and further along the Central Line, as the Orbit is hoped to attract visitors for years to come.

To celebrate its opening, the sculpture's sponsors are organising a competition to give away tickets to the Olympic tennis at Wimbledon on 4th August. To celebrate the first activity of the Orbit, LondonTown.com has been creating tailor-made area guides and hotel tips for visitors to the Stratford area.

This guide includes exclusive discounts and offers on the closest hotels to the Olympic Park, such as the [Holiday Inn Express London-Stratford](#),

which is a twelve minute walk from the Orbital and the ideal choice for travelers on a budget, according to LondonTown.com's web editors.

Also included in the guide are tips and deals on spaces in some of the trendiest spots in London, such as Hoxton and Shoreditch. **LondonTown.com** has secured special offers on mid-range chain hotels such as [RE London Shoreditch Hotel](#), located on Hackney Road in the heart of one of the London's most savvy and stylish areas.

For more information on the ArcelorMittal Orbit and the best ways to visit the site, as well as further information on great London hotel offers and essential sights during the Olympic period, visit [www.londontown.com](http://www.londontown.com).

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