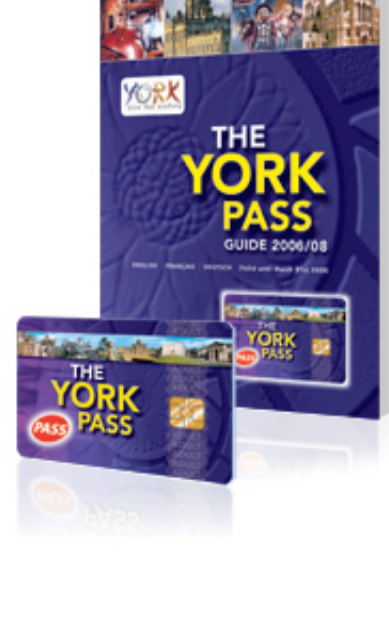


Welcome to our Summer 2007 Newsletter

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York Tourism sees the LPOSSibilities



Can you improve on perfection?

Well York has just done so, with a little help from its friends at the Leisure Pass Group.

For, not content with being voted European Tourism City of the Year, the city's Tourism Bureau has just added a new techno edge to its organisation with the addition of LPG's LPOS smartchip technology system.

The successful York Pass has been running since 2001, offering entry to 28 top attractions from just £11 per day.

Now York has taken the next step forward by implementing LPOS, which will track pass users revealing where they go, how many visits they make per day, and what their patterns of sightseeing are. It even helps cut out fraud, and makes it easy for the Tourism Bureau to carry out email based marketing campaigns to previous York Pass users.

Said Leisure Pass Group Director Angus Rankine: "By using the LPOS system to track its York Pass users the city has turned them all into walking databases providing instant updates on visitor patterns, and in the longer term, the data that is needed to plan future developments. We are now in the process of rolling out LPOS to more European cities to help them become as efficient as York".

Leisure Pass Group wins new fans in Athens

The Leisure Pass Group team were at the recent European City Short Breaks show in force and winning new fans all round - well it was Athens, and it was hot!

It was a great show for us, and it was a particularly good one for York Tourism's Gillian Cruddas (far left) who won the European Cities Tourism Award at the European Cities Marketing Conference and City Short Breaks Show.

Cooling off in the Athens heat here with Gillian, and a little help from the free Leisure Pass Group fans, are, from the left: Laurie Pruvost from Allofrance; Mike Newman, B2Me; Abby Penlington, Visit London; and Leisure Pass Group's Angus Rankine.



We also went on to the European Cities Marketing Conference that followed, telling delegates and visitors just how much their city's tourism could benefit from a smart card such as the successful London Pass, Paris Pass and New York Pass.

New staff help Leisure Pass Group expand

This year has seen major growth within the Leisure Pass Group with both new products and new destination clients becoming involved.

With this in mind we are delighted to welcome our newest member of staff, Beatrix Jacob who, as Product Executive, will be the first point of contact for our attraction clients.

Hailing from Germany, Beatrix will also add to the increasingly international and multi language team now on hand at our head offices in central London.

Beatrix will not only be building new relations with our attractions clients, but will also be responsible for the rolling-out of the LPOS system into new cities in the near future, and will be assisting with new product development.

On the international front she joins Emma Thomas from New Zealand and Geraldine Huitric from France who became part of the Leisure Pass team a while back. In fact Beatrix also speaks quite a bit of Spanish and Russian so we are becoming quite a United Nations at LPG.

Many of you may already know Beatrix from her previous position at LondonMarketing, and as well as other positions in the UK she also has experience of working in Italy as well as Germany.

Jersey channels LPG expertise to boost its tourism

Leisure Pass Group is delighted to be helping one of the UK's most popular holiday destinations with future development of its tourism.

The local tourism authorities have been sufficiently impressed with the current range of LPG smart card products that they have asked us to carry out a feasibility study on their tourism.

We will be examining the island's overall product, talking to local attraction providers, and assessing its market in order to produce a plan of possible new products and sales routes to expand the island's tourism for the future.

Said Leisure Pass Group Director Angus Rankine: "We are very flattered that such a prominent tourism destination should think highly enough of our products to ask us to carry out this survey. But tourism markets do not stand still for long and we believe our survey will illustrate a number of ways in which Jersey can improve its tourism infrastructure for the future".



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