

Welcome to our Autumn 2007 Newsletter

Contents

- [From Churchill to Ringo](#)
- [LPOS: A top system for prize winning city](#)
- [Paris passes all expectations for Ed](#)
- [Splash! We're making waves in LA](#)
- [A rewarding experience for LPG](#)
- [GBHP gets 1000 years more value](#)
- [Sparing our Bulgarian blushes](#)



From Churchill to Ringo

"Nevagh", in the course of London Tourism, will so much, be seen by so many, for so few £s.

And, with humble apologies to Sir Winston Churchill, we can reveal that the great man's **Museum and Cabinet War rooms** off Whitehall is just one of the great new attractions and offers now packed into the latest edition of the London Pass Guide – being launched at this year's London World Travel Market.

More culturally inclined visitors to the capital can now visit two famous **art house cinemas**, the Renoir in Bloomsbury and the Chelsea in King's Road as well as getting **audio guides** when they tour the **Tate Modern** and **Tate Britain**.

Fab and groovy shoppers can now drop into the **London Beatles Store** or It's Only Rock and Roll opposite for mop top memorabilia – and come away with a goody bag courtesy of the Pass.

Or go out to dinner at any one of many **Thai Square** eateries around town and get 20% off with the card, after which it will be time to hit the night spots by visiting **Night Club Information** in the London Trocadero for VIP entry to over 20 clubs – plus a 20% discount for London Pass clubbers.

Come and see us at WTM... Stand UKI 5460



LPOS: A top system for prize winning city

When you have been voted the European Tourism City of the Year, then clearly only the very best will do when it comes to the latest technology.

So the Leisure Pass Group is absolutely delighted that its **Leisure Pass Operating System smart card software** has been implemented by the City of York, the recent winners of that prestigious prize as part of the European Cities Tourism Awards held in Athens.

Our links with York go back to 2001 when the city launched its York Pass which offers entry to top attractions for just £11 per day. Based on the success of the card York has now taken LPG's specially designed LPOS software to give it an in-depth profile of users of its York Card. LPOS adds smart card sophistication to the York Card which then gives tourism officials in the city instant data about what the card holders do, where they go and how long they spend there. Management reports show clearly which attractions are most popular and even provide the exact times when the customers were there.

How much better could you manage your city pass with the LPOS advantage?



Paris passes all expectations for Ed Mundy

Not content with sponsoring a prestigious evening at a English National Opera performance of La Boheme, the culture vultures at the Leisure Pass Group felt it only right that one of the guests should win a trip to the city that gave Puccini his inspiration – where else but Paris of course.

And so it was that lucky old Ed Mundy from SAB Miller and his bien aimée Samantha found themselves being whisked off to the city of lovers for a weekend trip including Eurostar travel, two nights in a three star hotel and, of course, a Paris Pass.

With so much on offer from the Paris Pass, from the **Louvre Museum** to a **Bateaux river cruise**; there's certainly no excuse for lingering over a coffee and croissant in a pavement café or watching the world go by after one of the best lunches you've ever eaten. And how many of the 60 top attractions did Ed and Samantha managed to get around? We'll 'Pass' on that....

Splash! We're making waves in LA

The London Pass is great. Really it's fantastic. No, honestly it really is the best way to see the city, whilst saving money at the same time.

OK, you'd expect us to say that – and of course we do. But, just every now and again, it is rather nice to get some real live feedback, particularly when it comes from that centre of consumerism: Los Angeles. Yes really. It seems that, earlier in the Summer, June Christopher and her travelling companion came over from the Big Sur to little old London town, bought a London Pass and, well in their own words on their travel web site; LA Splash: "We wanted the convenience of taking out one card. We didn't want to have to think about having enough currency, or whether or not our credit card had a surcharge or favourable exchange rate. With one swipe, we would be able to get into the attraction of the moment, and believe me, there are a lot available. Better yet – and you other parents will appreciate this – there is no standing in lines. Visitors who have purchased the London Pass go right in! We got the London Pass".

Right on dudes, as they, er, say on the west coast.



A rewarding experience for LPG

We all work hard. We all strive to the best we can for our customers, and then, we look to show a profit.

Most of the time that's it. We know we have to keep up the good work and hope it all works out in the end.

So, when somebody rings you up out of the blue and tells you that your company has been **nominated as a finalist for the prestigious Visit London Awards 2007 'Best Tourism Experience'** you suddenly get a bit humble.

We are 110% chuffed to see the Leisure Pass Group has got this far out of the many who entered.

At the risk of sounding like a Hollywood starlet at the Emmies we'd like to thank our parents, the office cat, and just a tad importantly our customers who must have told somebody somewhere that we were doing a good job for London tourism. Big silver cups aside, it doesn't get much better than this.



GBHP gets 1000 years more value

In fact a great deal more than that because not only can customers of our Great British Heritage Card now visit, for the first time, 1000 years of history in one of England's best preserved castles, they can also have a good look at one of the four favourite views in the country, and the country's oldest 'house' – all on the GBHP. Gadzooks!

The 1000 years of history can be soaked up at **Lancaster Castle**, one of England's best preserved castles complete with 'drop room' for witches.

Equally, one of the finest views in the country can be seen from **Bamburgh Castle in Northumberland** with those views looking over Lindisfarne and the Farnes Islands.

Kent's oldest prehistoric caves in Torquay is Britain's oldest recognisable human dwelling and cave

complex. Complete with Ghost Night dinner shows it forms the gateway site for UNESCO's English Riviera Global Geopark.

Forsooth, the card is a veritable pig's bladder of delights (as it was apparently said in medieval times).

Sparing our Bulgarian blushes

We love Silvia Angelova. When she came for her interview she said she wanted to join LPG because of our 'innovative thinking, great working environment, excellent performance and enthusiasm for developing new ideas'. Isn't that fab.

We think that lots of our customers are going to love Silvia too because, hailing from Bulgaria, as she does, there is yet another language that we can offer our increasing number of eastern European visitors. But, best of all, she is going to be looking after all our online partnerships and promotions. So – if you have a great travel website, or just want to boost your profits by linking to us, Silvia will sign you up to our affiliate program before you can say Elitsa Todorova, or even Stoyan Yankoulov. Who? Well they were Bulgaria's entrants in last year's Eurovision Song Contest and they really did quite well, so we thought they should get a mention. Now that's what you call innovative thinking.

Silvia joins another recent recruit, Beatrix Jacob, who joined earlier in the year as Product Executive, and first point of contact for all our attraction clients. Beatrix was previously with LondonMarketing and, as she was born in Germany and has experience of working in Italy adds even more of an international flavour to our London head office.



Silvia Angelova (left) with Beatrix Jacob

LEISURE PASS GROUP

O N L I N E P R E S S P A C K

This has been designed to assist you access the latest Leisure Pass information. We hope it is useful to you.

<p>LPG Newsletters</p> <p style="text-align: right; color: red;">GO</p>	<p>Press Releases</p> <p style="text-align: right; color: red;">GO</p>
<p>Image Bank Gallery of LPG product Logos and photographs</p> <p style="text-align: right; color: red;">GO</p>	<p>Contacts at LPG Useful Telephone and Email addresses</p> <p style="text-align: right; color: red;">GO</p>

Links to consumer websites Click on a card to view site

Keep an eye out in the coming months for the next Leisure Pass Group Newsletter.

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