



Your next customer is just a leaflet away...



Hotels

- Domestic and international tourists or business travellers
- Displays in key foyers with exclusive leaflet displays in all Travelodges
- Over 800 outlets serviced weekly or fortnightly. Three packages to choose from: high volume hotels, smaller budget hotels or concierges

Railway stations

- Business commuters in the week and a more leisure driven audience at weekends
- High proportion ABC1 profile who are couples, families and students
- Exclusive leaflet displays in 8 stations: Charing Cross, Euston, Kings Cross, London Bridge, Marylebone, Paddington, Victoria and Waterloo
- Exclusive leaflet and poster displays at Heathrow Express terminals

Youth

- Targets up to 500,000 students and young travellers between the ages of 18 to 25
- Displays positioned in universities, halls of residence, colleges, language schools, art schools and hostels – all bustling places where young people go to live and learn

Community

- Local families, couples, over 60's in their leisure time
- Displays positioned in libraries, supermarkets, leisure centres and hospitals

People at work

- Over 130 stands in head offices of high value City companies, which include banks, retail, accountants and airlines
- A more upmarket clientele with higher salaries and more disposable income



Take One London- delivering results



visitlondonimages/britainonview

Statistics

- **25 million** tourists visit London each year; **15 million** from overseas
- More than **100 million** passengers use Heathrow and Gatwick
- **51%** of London overseas visitors arrive into Heathrow
- More than **450 million** passengers use London's stations - for UK visitors the train is most commonly used to and from London
- **150 million** UK day trippers
- **75%** of overseas tourists start their UK trip in London

Sources: BAA, Visit London, London Visitor Survey 2007

Airports

- 145 million people each year from domestic to international
- Exclusive leaflet and poster displays across 3 BAA London airports: Heathrow, Gatwick and Stansted
- A new global audience every day and affluent ABC1 market

Tourist Information Centres

- Reach a key audience of leisure travellers
- Over 90% order leaflets and brochures
- 600,000 leaflets ordered by 39 London outlets in 2007

Clients using our services

- Merlin Entertainments Group
- Historic Royal Palaces
- Wimbledon Lawn Tennis Museum
- Visit London
- Science Museum
- ZSL London Zoo



sciencemuseum

Contact

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