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**TODAY'S TOP JOBS**

[NEW! Marketing Manager](#)  
Salary: Salary Negotiable  
Location: London  
Specialist tour operator seeks an all-round marketer, with particular emphasis on driving improvements in online performance, ideally with experience of a web environment.

[NEW! Commercial Director](#)  
Salary:  
Location: South  
Part of this travel company's senior leadership team, the Commercial Director will be responsible for the creation, launch and performance of a new brand into the

**Airports in HD display launch**

04 Mar 2010

**New high definition digital display stands have been launched at three London airports.**

The stands, in the arrival and departure areas of Heathrow, Gatwick and Stansted, have been designed to entice visitors to take the tourism information leaflets and other literature displayed on them.

Take One Media, which has launched the stands, expects they will be of interest to destinations, hotel groups and outbound operators in particular.

Take One is run by managing director Philippa Harris, who is well known in the industry.

She was previously marketing director at First Choice and MD for both Sovereign and Harlequin Holidays.

Harris said: 'The unique look of these stands should appeal to marketing-savvy tourism businesses wanting to promote their brand effectively to an audience which is ready and willing to take away detailed information on specific attractions, events and services.

'Take One is constantly seeking ways to ensure that leaflets remain a key part of the marketing mix for tourism providers and we think this multi-media solution is a perfect answer to this.

'We are excited to see the pick up figures and have seen a real uplift at the stands.'

The displays are a result of extensive research by Take One at Heathrow and Gatwick, which shows over a third of all business and leisure travellers actively seek tourism and travel information in the form of leaflets, maps, guides and destination magazines when passing through airports.

West End shows, travel and entertainment are the most sought after materials collected by these groups.

See also:  
[New campaign highlights shopping and culture](#) (25/01/2010)  
[Campaign highlights London's unique attractions](#) (23/03/2009)  
[London accounts for top ten visitor attractions](#) (27/02/2009)  
[Visit London launches £4m global campaign](#) (21/08/2008)