



3 April 2007

MORRIS VISITOR PUBLICATIONS AWARDED SIX YEAR CONTRACT, BY VISITBRITAIN, IN CONJUNCTION WITH VISIT LONDON, TO PUBLISH LONDON PLANNER

VisitBritain and Visit London announced today that they have awarded Morris Visitor Publications (MVP), one of the largest providers of visitor information in the world, a six year contract to publish London Planner magazine from June 2007.

Published monthly, London Planner is Visit London's and VisitBritain's official monthly visitor guide to England's capital. Over 100,000 free copies are strategically distributed in 36 countries worldwide, through Tourist Information Centres across the UK and in selected London outlets.

London Planner is an indispensable, full colour, pocket-sized guide to the city packed with a host of editorial features, tips and listings on the city's attractions, museums and galleries, restaurants, theatres and shopping, serving as an invaluable pre-destination tool for the visitor planning their trip to the capital.

"We are proud to be working in such close partnership with Visit London and VisitBritain," announced Chris Manning, MVP's managing director in Europe. "Our successful bid to win the six year London Planner contract will further strengthen our company's position in London as the leading publisher of visitor information to the capital, greatly enhancing our portfolio, and will enable us to target the visitor market audience both at pre-travel sources in addition to in-country destination outlets. London Planner will become a flagship title for MVP's London operation and play a key role in providing information for visitors in the lead up to, and throughout, the London 2012 Olympic Games and Paralympic Games."

David Moncrieff, head of publishing at national tourism agency, VisitBritain, says: "London Planner plays an important part in helping our visitors get the most out of their stay in this country. In awarding the contract we were impressed with Morris Visitor Publications' plans for developing the guide further, as well as their years of experience and commitment to providing us with a best-value service."

Louise Alexander, Brand Manager at Visit London says: "Visit London is delighted to have the opportunity to work with MVP and take a fresh approach to London Planner; we are sure that the publication will continue to go from strength to strength."

London Planner compliments Morris Visitor Publications' already growing list of visitor magazines for the domestic and international leisure and corporate traveller markets, targeting the visitor primarily pre-travel (in country) while its other magazines within the company, which range from the luxury sector to the mass consumer, are distributed in-flight on selected airlines, in-room and at the Concierge desks in key hotels and at entertainment and tourist outlets across London.

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EDITOR'S NOTES

- Britain's visitor economy is valued at £85 billion.

About VisitBritain

- VisitBritain is responsible for promoting Britain as a world class tourist destination and for developing England's visitor economy through Enjoy England campaigns and initiatives. It has representatives in 36 countries around the world and, in the last three years, has expanded into China, throughout Eastern Europe and Southeast Asia, and increased its presence in India with representatives in Bangalore and Mumbai.

- Since its launch in 2003, Enjoy England has been responsible for £450m of incremental spend on short breaks in England. In addition to a national TV advertising campaign to inspire British visitors to share their secrets of England, the current portfolio of campaigns focuses on city breaks, outdoor activities, food and drink and indulgent escapes. Enjoy England also markets England in France, Germany, Ireland and the Netherlands.

Morris Visitor Publications

- Morris Visitor Publications in Europe is the leading publisher of visitor magazines for the domestic and international leisure and corporate traveller markets. Publications range from the luxury sector to the mass consumer and include: *IN London* (quarterly), *IN London – Arabic Edition* (annually), *Where London* (monthly), *Where London – Russian Edition* (bi-annually), *Where London Map* (annually), the *IN London Restaurant Menu Guide* (annually) and *The London Guide* (monthly). With distribution across hotels, in-flight services and a host of key tourist outlets, MVP publishes over 3.5 million magazines, guides and maps annually in London. MVP is a Platinum print partner to Visit London, the exclusive magazine partner to London TV and officially endorsed by The Society of the Golden Keys of Great Britain & the Commonwealth. In France, MVP publishes *Where Paris* on a monthly basis and is officially endorsed by Les Clefs D'Or. The total European circulation for MVP products in Europe is 4.2m. Please visit -

www.morrisvisitorpublications.com

- Internationally, Morris Visitor Publications publishes over 53 million magazines, maps and guides over three continents across the world - these include: Where Guestbook in-room visitor books; Where magazines; Where Best Read Guides; In New York and a host of other maps, guides and directories for business and leisure travel. Morris Communications Co., LLC, (Augusta, GA, USA) is a privately held media company with diversified holdings that include newspaper and magazine publishing, outdoor advertising, book publishing and distribution, visitor guide publishing, radio broadcasting and online services. The company also owns the Hospitality Industry Association. For more information visit www.morris.com

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