

media release

14th July 2009

World-First Lonely Planet store now open for business at Sydney Airport.

The world's first-ever Lonely Planet concept store officially opened this week as part of Sydney Airport's International Terminal redevelopment.

The opening was attended by representatives from Lagardère Services, Lonely Planet and Sydney Airport.

“The Lonely Planet store represents a new way in which travellers can interact with Lonely Planet, our entire range of products and services” said Richard Samson, Lonely Planet General Manager. “It creates an ideal space within which we can reach out directly with new audiences that pass through Australia’s busiest airport each year.”

The store sells the full range of Lonely Planet’s digital products and travel guides, as well as a selection of high-quality travel accessories and merchandise. According to Samson, “travellers will immediately see that Lonely Planet means much more than just books. The store showcases our website, our video and TV content, our magazine, our wireless guides, like the iPhone Guidebook, and a stand alone portal to ‘pick and mix’ customised guides. It’s very exciting.”

“Lagardère Services are honoured to be chosen as the retail partner trusted with the Lonely Planet brand and grateful that Sydney Airport had the vision to support this project.” said Scott Raisin, Lagardère Services Asia Pacific CEO. “The store design showcases the Lonely Planet range and quirky gift product to emulate taking a journey of discovery, resulting in a truly innovative travel retail concept. Our teams have worked long and hard to ensure we deliver a concept that will delight, inform and entertain travellers.”

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Left to right: Luc Mansion— GM Australia, Lagardère Services Asia Pacific; Jean-Louis Nachury— CEO, Lagardère Services; Derek Larsen— GM Retail Sydney Airport Corporation Ltd; Richard Samson— GM Asia Pacific Lonely Planet; Scott Raisin— CEO Lagardère Services Asia Pacific; Louis de Bourgoing— COO Lagardère Services; Mark Lucey— Retail Manager Sydney Airport Corporation Ltd