



media release

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World-First Lonely Planet store opens at Sydney Airport in July

The world's first-ever Lonely Planet concept store is set to open in early July 2009 as part of Sydney Airport's \$500 million International Terminal redevelopment.

Lonely Planet and Lagardère Services Asia Pacific have joined forces to create the concept, which will sell the full range of Lonely Planet's digital products and travel guides, as well as a selection of high-quality travel accessories and merchandise.

"Airports are strange places," said Howard Ralley, Lonely Planet's Sales & Marketing Director. "You're half-excited and half-bored. Everyone waiting for a flight wants to be inspired or have their attention diverted, so we figured where better to open the world's first Lonely Planet store showcasing all that we do, from digital services to guidebook content? As well as over 500 books, videos and quality travel gear, there'll be i-touch screens to deliver expert information from our authors, plus the ability to print your own custom guidebook from our Pick & Mix chapters."

"Lagardère Services are very honoured to be chosen as the retail partner to be trusted with the Lonely Planet brand and grateful that Sydney Airport has the vision to support this project," said Scott Raisin, Lagardère Services CEO. "The outcome of this trinity will be 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."

The store has been designed by Studio Red, a Sydney-based design studio specialising in retail interior design. One of their key inspirations was Lonely Planet's iconic array of guidebooks. The designers have created a graphic montage of book covers which appear to spring from the wall. Products are framed in a 3D-designed bookcase which is offset by intersecting suspended ceiling fins to suggest movement and travel.

"The design of the Lonely Planet concept store has the charm of a traditional bookstore while embracing the technology now available to Lonely Planet customers," said Monika Branagan, Studio Red's Senior Designer. "The store design is respectful of the iconic history of the Lonely Planet brand and is a metaphor for travel – where experience is everything."

The store's interior design is also distinguished by a supergraphic world map, displaying Lonely Planet images from around the world.

Founded in 1973, Lonely Planet has grown to be one of the most successful travel brands in the world, with a reputation for comprehensive and reliable information. The company produces over 500 travel books, innovative digital guides, an award-winning website, wireless applications and cutting-edge television programmes.

Lagardère Services is a dedicated travel retail operator with more than 150 stores in the Asia Pacific region and concepts covering book, press, traveller convenience and specialty retailing.

The two companies' collaboration has produced a dynamic and interactive retail environment to inspire travellers at Australia's busiest airport.

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