

17th March 2009

New London guides revolutionise visitor experience.

- New mp3 guides to London from Way2GoGuides are launched giving a whole new experience for business travellers and corporate groups.
- Way2GoGuides offer a cost effective option for large groups visiting London or the perfect accompaniment/gift for meetings, conferences, exhibitions or incentives.
- Guides include eavesdropping on King Charles I's execution; witnessing a night in the Blitz, witnessing the coronation of a king or time travelling back to Shakespeare's London on the London Eye.

A brand new set of high quality mp3 guides from Way2GoGuides have been launched today to business travellers and corporate groups coming to London.

The Way2GoGuides are set to revolutionise London's major attraction industry by offering a more sensory experience which gives visitors a chance to hear real Londoners talk about 'their London' as well as sharing usual local knowledge.

The series of 12 guides, which are available online at www.Way2GoGuides.com and www.visitlondon.com offer the business visitor an alternative - one that goes beyond just the venue, and where the experience can begin at home or in their office.

Based around an hour of pristine quality mp3 audio, Way2GoGuides use professional actors, authentic music and sophisticated sound design, all skillfully crafted to memorable effect. Likened to a 'docu-drama', Way2GoGuides tell a compelling story - in the words of those who were there.

The content for each guide is meticulously researched to provide the visitor with a comprehensive guide that is authoritative, moving, yet leaving room for some London humour. Examples of the

guide include eavesdropping on King Charles I's execution; witnessing a night in the Blitz or travelling back to Shakespeare's London in the London Eye.

Frustrated by the one dimensional nature of most London audio guides on offer, Way2GoGuides Director, Mark Reed commented

"There was a lack of choice for the visitor, both in what was on offer, and the way it could be used. Way2GoGuides offers a quality, visitor experience across the breadth of London's attractions. The guides are so flexible that they can be used by any visitors whether you're a solo businessman wanting to enjoy a little downtime, right through to a large corporate group."

Reed continues "Way2GoGuides are the perfect accompaniment or gift for guests to any London based event, whether for meetings, conferences, exhibitions or incentives. They make ideal teasers, value-adds, pre-event downloads or preloaded "mp3 type" pillow gifts."

Way2GoGuides takes visitors one step beyond in their quest to experience London. Each guide comes with a set of tailored FastFacts, which again offer invaluable tips and suggestions that can transform the experience.

Using it within corporate communications:

The guides can be promoted through websites or from email marketing with an immediate value adding "click through". Individual promotional codes can also be made available to companies and event planners enabling guests to directly download to their computer, iPod or mp3 type device. Way2GoGuides guides can be personalised with individual branding or promotional messages.

The Way2GoGuides experience begins before guests arrive and continues long after leaving – the online forum provides a means for delegates and visitors to share and discover, and the guide makes a valuable memento, which, uniquely, Way2GoGuides guarantee to keep updated for free.

Each guide is cleverly interwoven with others in the series, making it collectable and encouraging further discoveries.

Ends

Notes to Editor

- Divided into chapters, each standard guide is approx. 60mins
- The series of London guides include:- A Taste of London, Kew Gardens, Maritime Greenwich, St Paul's Cathedral, The Banqueting House & Whitehall, The British Museum, The London Eye, The River Thames, The Royal Parks, The Tower of London, Tube Guru, Westminster Abbey
- Selected promotional bundles provide exceedingly good value experiences
- There are various images and references available at www.Way2GoGuides.com under Media Centre – Media Resources

Background

Way2GoGuides are owned by GuidzAlive Limited – a company specifically created by travel gurus and audio professionals with a mission to enrich the lives of travellers, tourists, locals and cultural armchair aficionados through compelling audio and multimedia experiences.

The Way2GoGuides.com website will be launched on Tuesday 17th March 2009.

Further information

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