

PRESS RELEASE



17 July 2008

Inventive three-wheeled information service takes to the streets to give visitors to London the inside track

Brand new InfoBikes unveiled on South Bank & Bankside with trained Londoners at the ready to advise tourists

Visitors to the capital will be guaranteed a warm welcome this summer thanks to a brand new scheme which sees Londoners providing tourist information and advice where it is needed most: on the streets.

Known as InfoBikes, the three wheeled tourist information points will be staffed by Londoners who are proud to share their local knowledge and help visitors make the most of their stay. The eye-catching InfoBikes will initially be sited along the South Bank and Bankside, two of London's busiest visitor hotspots.

Relying only on pedal power to get from A to B, the environmentally-friendly InfoBikes will pitch up at key locations between the London Eye and Tate Modern to offer on-the-spot advice and recommendations to the huge numbers visiting the area's attractions, cultural venues, outdoor events and festivals.

Kate Hoey MP for Vauxhall launched the InfoBikes saying; "This is a pioneering service which we are crying out for in South Bank and Bankside. Tourism is crucial for the London economy and we all need to take responsibility for ensuring that visitors feel welcome. It makes perfect sense for Londoners to be out there telling visitors how to make the most of their experience in the capital."

Carolyn Smith, Director of International Promotion and Visitor Economy at the London Development Agency added "LDA is funding this service as part of its commitment to build London's visitor welcome in the run up to 2012. The InfoBikes will contribute to a growing information network across the capital that is designed to inspire our visitors to get the most from their time in London."

Visit London Chief Executive James Bidwell said: "With over 25 million visitors to London each year, the new InfoBikes scheme is a great way of helping tourists get around our city. Continually improving the visitor welcome and experience is a key Visit London priority in the lead up to the 2012 Olympic and Paralympic Games and we are always committed to ensuring that tourists enjoy every moment of their time here."

- Ends -

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NOTES TO EDITORS

- The InfoBikes will run over summer weekends, including bank holidays from 18 July to 28 September and will each be staffed by two Londoners.

- The project is being led by South Bank Employers' Group, which runs a successful tourism consortium representing the area's many attractions and hotels, with support from London Development Agency which invests directly in strategic projects designed to improve the quality of the visitor experience and to support London's tourism businesses, Better Bankside and the London Boroughs of Lambeth and Southwark.
- South Bank Employers' Group is an association of the major organisations in the South Bank, Waterloo and Blackfriars with a long term commitment to improving the experience of the area for employees, visitors and residents. Members of the successful tourism consortium include: British Film Institute, Coin Street Community Builders, National Theatre, Southbank Centre and The London Eye Company.
- Generally used for courier services, this is the first time the 'cargo trikes' have been used to provide visitor information.
- To find out what's happening around South Bank and Bankside this summer, go to: www.southbanklondon.com or www.visitbankside.com.