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SBEG scoops Visit London Award 2007 for top destination website southbanklondon.com

South Bank Employers' Group is proud to announce it has won the Visit London Award 2007 for Best Visitor Information Initiative for the popular destination web site southbanklondon.com. The Visit London Awards are the premier event of the year for London's tourism industry, celebrating the best that the city has to offer.

Packed with latest what's on listings, details of all the attractions, as well as downloadable interactive maps and guides to eating and drinking, shopping and accommodation, www.southbanklondon.com acts as a gateway into South Bank and promotes the area as one of the capital's must-do destinations. The site is designed to meet the needs of regular visitors (subscribers receive a monthly listings newsletter), as well as those planning a first trip.

The site has been created by South Bank Employers' Group, which runs an innovative private sector tourism consortium- the South Bank Marketing Group. Its members include British Airways London Eye, BFI IMAX, BFI Southbank, Coin Street Community Builders, London Aquarium, London Marriott Hotel County Hall, London South Bank University, National Theatre, Old Vic Theatre, Park Plaza County Hall, Park Plaza Riverbank, Plaza on the River, Southbank Centre, South West Trains and Young Vic.

All members believe in promoting South Bank as a destination, with a gateway website that pings visitors to individual websites- to purchase tickets for example.

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About South Bank Marketing Group

- South Bank Marketing Group is run by South Bank Employers' Group, a not for profit organisation in the South Bank, Waterloo and Blackfriars area committed to achieving the best possible experience of South Bank for visitors, employees and residents.
- The members of South Bank Marketing Group are: British Airways London Eye Company, British Film Institute (Southbank and IMAX), Coin Street Community Builders, London Aquarium, London South Bank University, London Marriott, County Hall, National Theatre, Park Plaza County Hall, Plaza on the River, Park Plaza Riverbank, Southbank Centre, South West Trains, The Old Vic and The Young Vic.
- For more information about the group see www.sbeg.co.uk and www.southbanklondon.com.