

BBC Worldwide Press Office

BBC Worldwide Australia

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BBC WORLDWIDE PARTNER WITH DYMOCKS TO LAUNCH THE FIRST LONELY PLANET HUB IN SYDNEY

Wednesday 16th January, 2013

BBC Worldwide Australasia have partnered with Dymocks to create the first ever Lonely Planet, shop-in-shop (called the Lonely Planet Hub) at Dymocks' flagship George Street store in Sydney, which opened today.

The Lonely Planet Hub, designed by leading Australian retail marketing agency phdcreative, will be situated on the mezzanine level of the George street store and will carry the world renowned Lonely Planet travel guides and books, with further expansion scheduled for later in the year to include a new range of travel accessories. The Hub will also feature a selection of BBC Worldwide merchandise, books and DVDs.

BBC Worldwide have previously worked with Dymocks, opening several BBC branded shop-in-shops in Melbourne, Brisbane and Canberra.

'Dymocks is a leader in their field and we are delighted to collaborate with them on our very first Sydney Lonely Planet Hub. The partnership is a testament to BBC Worldwide's expanding presence in the retail market, bringing Lonely Planet and other BBC Worldwide products direct to consumers in a high quality personalised environment,' said Elie Mansour BBC Worldwide Australasia's Manager, Licensed Consumer Products.

"Lonely Planet is incredibly excited to be opening its first ever Lonely Planet Hub in the iconic Dymocks flagship store in George Street, Sydney. This unique shopping experience will enable Sydneysiders to interact with the world's number 1 guidebook publisher in a bricks and mortar setting. The Lonely Planet Hub will not only showcase our guidebooks and inspirational titles but will profile the entire brand portfolio including our Children's series Not-for-Parents and our recently released range of Food titles. With Australians travelling in record numbers and being one of the most travelled nationalities on the planet it was logical to open this branded experience in one of our Countries most iconic bookstores," said Chris Zeiher, Asia Pacific Sales & Marketing Director.

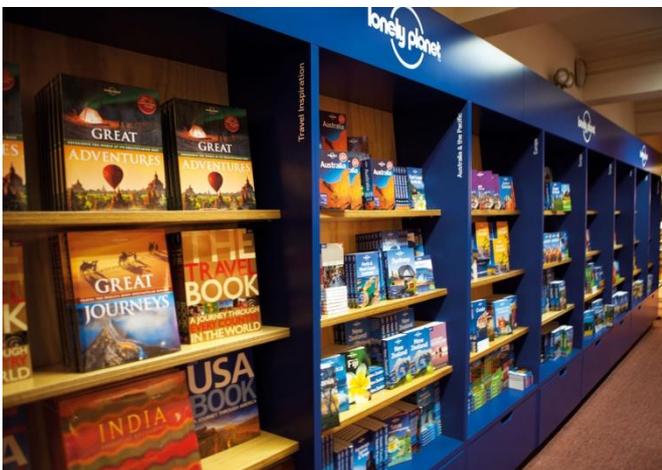
"Dymocks is thrilled to partner with such an iconic global brand in this world-first and bring the world of travel to Australian readers. This strategic partnership with Lonely Planet is a natural extension that brings to life Dymocks as the learning source for an enriched life." said Steve Cox, Managing Director, Dymocks.

"The Lonely Planet Hub will offer our customers an exciting environment to discover and explore their passion for travel and plan their next intrepid adventure," concluded Mr Cox.

The Lonely Planet Hub will be located at the flagship Dymocks store, 424-428 George St, Sydney.

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NOTES TO EDITORS

About BBC Worldwide Australasia

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. In 2011/12, BBC Worldwide Australasia increased revenue by 9% on the previous year, generating AUS\$140m. Based in Macquarie Park, Sydney, BBC Worldwide Australasia wholly owns five channels; UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. It distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. BBC Worldwide Australasia works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site and lonelyplanet.com. Australia is the most successful territory for the global BBC iPlayer.

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