

London **Philharmonic** Orchestra

LPO PLUS

London Philharmonic Orchestra is the first UK orchestra to offer a points-based loyalty scheme to reward today's concert-goer

The London Philharmonic Orchestra has created a new loyalty scheme open to all, to reflect current booking trends.

LPO Plus is a free online-only scheme designed to reward the loyalty of music lovers who come to several concerts a year, but who only want to book tickets for one concert at a time. The traditional multi-buy 'series discount' model, which offers savings to people booking for several concerts at once, requires both a long-term diary commitment and often a significant financial outlay, which is not always possible for concert-goers today. Series discounts will continue to be offered, and will always offer the highest possible rewards, but with LPO Plus, music lovers can build up points as and when they buy tickets and redeem their points against future purchases. They will also receive occasional one-off bonus points promotions.

Kath Trout, Marketing Director at the London Philharmonic Orchestra, says:

"We have noticed a change in booking trends in recent years, with audiences booking tickets much closer to the time of events and, for a variety of reasons, unable to benefit from a traditional 'series discount' model. With LPO Plus, which has been designed to be simple to use and to understand, we hope to offer rewards to a much wider audience, encouraging loyalty in a more flexible and relevant way."

How it works

LPO Plus is an online reward scheme. Points are earned each time an order is placed for eligible items at lpo.org.uk, including concert tickets (excluding multi-buy series bookings), gift vouchers, CDs, merchandise and programme book vouchers. LPO Plus is free to join and new members will automatically receive an initial 100 points. 10 points are earned for every £1, and 1 point for every 10p spent. Each point earned is equal to 1p which can be redeemed against future orders.

For further information, or to sign up to LPO Plus, please visit lpo.org.uk/lpoplus

-ENDS-

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Notes to Editors

LONDON PHILHARMONIC ORCHESTRA

One of the finest orchestras on the international stage, the London Philharmonic Orchestra was

founded in 1932 by Sir Thomas Beecham. Since then, its Principal Conductors have included Sir Adrian Boult, Bernard Haitink, Sir Georg Solti, Klaus Tennstedt and Kurt Masur. In 2007 Vladimir Jurowski became the Orchestra's current Principal Conductor.

The London Philharmonic Orchestra has been performing at Southbank Centre's Royal Festival Hall since it opened in 1951, becoming Resident Orchestra in 1992. It also has residencies in Brighton and Eastbourne, and performs regularly around the UK, including over 50 years as resident orchestra at Glyndebourne Festival Opera. The London Philharmonic Orchestra continues to be in demand around the world and gives around 35 concerts each year overseas. It has recently returned from major tours to China and South Korea and has forthcoming tours to Spain, France, Germany, Italy, Switzerland, the Netherlands, North America and Asia.

The Orchestra broadcasts regularly on television and radio, and has recorded soundtracks for numerous films including *The Lord of the Rings*. In 2005 it began releasing live, studio and archive recordings on its own CD label.