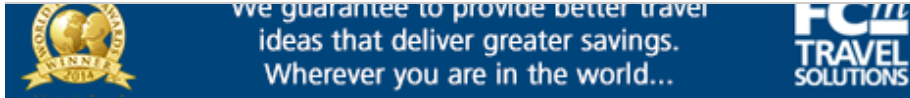


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Shakespeare's Globe Joins The London Pass

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In a new marketing initiative for 2016, Shakespeare's Globe has joined The London Pass – the city's first pass to use smart-card technology for fast-access, cashless transactions at more than 60 leading London attractions. The Pass will allow visitors to the Shakespeare's Globe, fast-track entry into the tour and exhibition.

The London Pass, created by [Leisure Pass Group](#), offers visitors free entry to major tourist landmarks including London Zoo, Royal Botanic Gardens, Kew, Wimbledon Tour Experience, Windsor Castle, The Tower of London, London Aquarium and from 1st February this year, Shakespeare's Globe.



The database and smart card system has been developed for Leisure Pass Group by ACT (Applied Card Technologies). The smart-chip, coded with a unique serial number, registers visits at an attraction when swiped through a reading terminal. Graham Robertson of ACT, had this to say on the programme: "The chip tracks the movements of tourists within a city and sends information to an online database. Here, profiles based on geographical, time and interest segmentation can be built, with the information used in future marketing activity."

Barry Stewart, Shakespeare's Globe Exhibitions Sales Manager, said: "We are excited about the prospect of working with The London Pass. The prepaid 'smart card' removes the need for cash transactions on site, and accommodates fast-track entry for all Pass holders. We will also benefit immensely from the marketing information we can gather from the online London Pass, back office Oracle database." Shakespeare's Globe Exhibition includes a guided tour of the famous theatre and hosts more than 300,000 visitors each year.

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