

## The World Famous Land's End Signpost Experience

Following a Winter of significant investment, the world famous Land's End Signpost re-opens for visitors to create memories that will last a lifetime.



The iconic Land's End Signpost was established in the 1950's when a local family-run business erected this now legendary Cornish icon.

As part of the continued development of Land's End, during the Winter of 2023/24, investment into the technology, site appearance and the shop facilities surrounding the iconic signpost, have been made to further enhance the visitor experience at this legendary UK landmark.

This tradition has now been taken into the 21st century where visitors are able to take their photo and have it ready to collect at the digital photo suite on the same day at Penwith House - The Signpost Shop.

Trevor Broome, General Manager for Land's End says, "Bringing the operation of the iconic signpost in house alongside the rest of the offering on site, is a significant progression in the continued development of Land's End."

"We're delighted to now be able to offer our visitors an enhanced personalised photo experience, with visitors able to collect their photos within minutes at our new digital photo suite, plus the addition of digital downloads."

“The investment goes far beyond just the technology we’ve introduced. We’ve further enhanced the visitor experience with the complete renovation of the shop and the surrounding areas of the iconic signpost.”

The Signpost has been made famous by the thousands of celebrity End-to-Enders who have posed beside it before or after their remarkable journeys across the length and breadth of Great Britain from John O’Groats.

Ahead of the new season, the world famous Land’s End Signpost forms an integral part of the wider site offering, with retail outlets, catering units, and family attractions situated within a 110 acre Area of Outstanding Natural Beauty, and Land’s End looks forward to continuing to welcome visitors from across the world.



