



to Tyne and Wear

The **new** destination awareness and customer service workshop for everyone working in tourism and hospitality in Tyne and Wear.

- **Our visitors**, over 40 million people come here every year and spend almost £2 billion; who are they and where do they come from.
- **Our history and heritage**, the story of Tyne and Wear, 2,000 years from the Romans to the industrial revolution (the short version!).
- **Our destination today**, what attracts people here, what have we got. (Attractions, museums, sports teams, festivals and events, venues, food and drink, business tourism, the coast and countryside, accommodation etc.)
- **Our impact on the visitor experience**, from when they arrive to when they leave. How we all have a massive impact on their whole experience, not just in our individual businesses, and can encourage them to come back.

FREE to attend – sign up today!

Each workshop includes a two hour walking tour of the city centre and lunch

12.30 – 17.30

Tuesday 3rd August

Hilton Newcastle Gateshead

Wednesday 4th August

Copthorne Hotel Newcastle

Tuesday 17th August

Jurys Inn Newcastle

Wednesday 18th August

Copthorne Hotel Newcastle

Tuesday 24th August

Hilton Newcastle Gateshead

Wednesday 25th August

Jurys Inn Newcastle

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