

INTERNATIONAL VISITORS - an introduction

Welcome いらっしゃい **Willkommen** 歡迎光臨! **Benvenuto**
Bienvenue **Velkommen** مرحبا **Bienvenidos** **Welkom**

There has never been a better time to share why we are so passionate about North East England – communicating internationally and developing our language skills is the next step to ensuring future success.

This information can help you to communicate with international visitors. It can be used by:

- Smaller hotels, guesthouses and B&Bs
- Larger hotels
- Restaurants and cafes
- Attractions
- Transport providers
- People like you working in tourism

These are exciting times! Around half a million people visit North East England from Europe and the rest of the world every year. That's half a million opportunities for your business. Good communication is the key to maximising these opportunities.

International Communication skills

International communication is about making the customer feel more comfortable by showing an understanding of different languages and cultures. You know that understanding your customers' needs means you can provide a better service. When your customers leave feeling happy, they will return again and again.

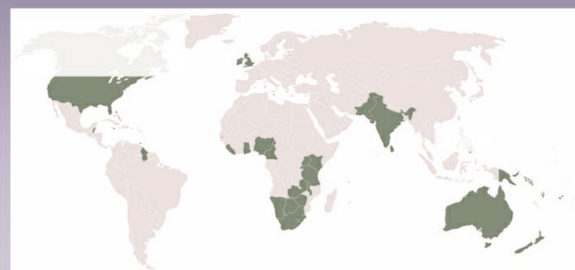
Now is the time to communicate with International visitors!

Good reasons why you should invest in language and cultural awareness skills

Benefits for your customer	Benefits for your business
Give a warmer visitor welcome	Be the preferred destination, again and again
Increase customer satisfaction	Gain a competitive edge
Offer greater customer choice	Improve staff motivation

TOP TIP... Did you realise that English is the official language for only 6% of the world's population? Translate your key messages into other languages and discover what a difference that can make!

Countries where English is Official Language



Passionate about languages

Who are the international visitors to North East England?

Two thirds of visitors are aged between 25 and 54. A third of visitors stay in hotels, another third stay in a private home. Bed and breakfast and guesthouse accommodation is also popular (12%). Every visit from an international visitor to North East England incurs an average spend of £319 over an average stay of 7.4 nights. (THE TOURISM BUSINESS 2007)

Unsurprisingly, many international visitors to the region come from markets served by the main gateways to the North East, both sea and air.

These are also the markets supported in the guide to visiting North East England, www.visitnortheastengland.com which includes the following language options:










North East England also has lots of visitors from the Irish Republic, USA, France, Spain, Poland, Canada, Belgium, Australia and Denmark. The website for tourism businesses in the region even shows a steady stream of downloads of tourism business accommodation symbols in Mandarin.

Ensuring your international visitors have the most positive experience possible, will help to persuade them to stay longer, stop again on the return journey or revisit in the future.

FREE INTERNATIONAL MARKETING TOOL TO DOWNLOAD

This fantastic free marketing tool is available for you to copy and paste onto your own website or use in your printed marketing material. Translated accommodation symbols are available to download in English, French, German, Spanish, Italian, Norwegian, Dutch, Swedish and Mandarin.

	Months open number indicates which months establishment is open/ if no number is indicated establishment is open all year Mesi di apertura il numero indica i mesi di apertura della struttura/ se non è indicato alcun numero, significa che la struttura è aperta tutto l'anno
	Children welcome (minimum age) Sono benvenuti i bambini (età minima)
	Reduced rates for children Tariffe ridotte per bambini
	Children's play area Area di gioco per bambini
	Babysitting/listening service Servizi di baby sitting/baby listening
	Games room Sala giochi
	Pets accepted by arrangement Si accettano animali domestici su richiesta

Each time your international visitors enjoy their time here, encourage them to tell others about the warm welcome they received from you, and recommend the region to their friends and family.

One NorthEast's Regional Language Network is working to promote a greater regional capability in language and cultural awareness skills for business and employment in the tourism and hospitality sector.

For more information see www.tourismnortheast.co.uk and www.rln-northeast.com