

NEWS RELEASE

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Going for customer service gold

Tourism South East has launched a leading new training initiative which will champion and deliver best practice in customer service across the region.

Welcome Host Gold is a one-day training course which combines established best practice with new developments and the latest techniques. Delegates will learn skills which include; how to better understand and meet customer expectations, active listening and communications, boosting teamwork and confident problem-solving. The course also enables participants to go on to achieve a nationally-recognised City and Guilds qualification.

Over 80 tourism destinations and individual business gathered together at the Best of Britain & Ireland show last week to see the launch of this latest addition to the Welcome to Excellence family of customer care courses. Delegates heard how upcoming events such as the London 2012 Olympic and Paralympic Games provide the motivation to act now in preparing the industry to welcome the world.

John Williams, Chairman of Tourism South East said, “this is a charm offensive for the whole of the tourism industry in the South East. Customer expectations are rising every year, and we must ensure we are equipped to meet and exceed them. The tourism industry employs more than 300,000 people in the South East and each individual has the ability to make the experience for the visitor more special.”

To find out more about Tourism South East visit www.tourismsoutheast.com

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Note to Editors:

Tourism South East is the official tourist board for South East England, covering Berkshire, Buckinghamshire, East and West Sussex, Hampshire, the Isle of Wight, Kent, Oxfordshire and Surrey.

The South East is the largest region for tourism in Britain outside of London, worth in excess of £12 billion p.a. to the regional economy (7% of regional GVA) supporting over 300,000 jobs.