

An important seminar for all those involved in local tourism in Britain

Increasing visitors to tourist attractions

by *delivering service excellence*

Thursday 15th October 2009

Flett Theatre, Natural History Museum, London



“The experience is
EVERYTHING!”



★ HEAR SUCCESS STORIES ★
★ COMPARE EXPERIENCES
WITH OTHER VENUES AND DESTINATIONS ★
★ FIND NEW IDEAS AND SUPPLIERS ★



Meet the challenges of growing customer expectations

- Creating a strategy for improving customer service and facilities
- Getting your staff onboard
- Customer relationship management
- How to maintain high standards
- Successfully outsourcing catering
- Getting the retail offer right
- Adding to the bottom line

Supported by:



NATURAL
HISTORY
MUSEUM

UKTourismPro.net
The Online Knowledge Exchange for Tourism Professionals

LANDOR TRAVEL
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Increasing visitors to tourist attractions by delivering service excellence

A one day seminar for tourism authorities, venues and visitor attractions targeting group and tour business

This important one day event, being organised by Landor Travel Publications with the support of VisitBritain, Visit England, the Best of Britain and Ireland show, Group Travel Organiser and UKTourismPro.net, is designed to present best practice, experience and delivery model developments for the supply of customer services at visitor attractions. It is the first of a series of events aimed at helping Britain's tourist economy and supporting the product design, management and marketing of tourist facilities to the travel trade, group organiser and coach operator markets.



The event will be held in the Flett Theatre at the Natural History Museum in London. Whilst there will not be time to explore the whole museum, a short introductory tour will be available of the new eight-storey £78million Darwin Centre, which opens in the autumn.

WHO SHOULD ATTEND

- ▶ Local Authority and other tourism agencies
- ▶ Local Attractions and Venues
- ▶ Economic Development Officers
- ▶ Tourist and County Information Officers
- ▶ Local Strategic Partnerships
- ▶ Town Centre Managers
- ▶ Advertising Agencies and Consultants
- ▶ Marketing Managers
- ▶ Attraction Owners and Managers
- ▶ Tourism Marketing Consortia
- ▶ Tourism Consultants
- ▶ Accommodation Suppliers
- ▶ Tour Operators
- ▶ Tourism Professionals who want to meet other high level practitioners

Programme

9.30am Arrival and Coffee

10.00am Introduction and Welcome by morning chair

Session 1

10.10am Visitor expectations and the customer service

Understanding the customer in the modern economy: what leisure visitors expect

Jo Causon, Chief Executive Officer, Institute of Customer Service

Case Study

Creating a strategy for improving customer facilities within a major organisation

Speaker from The National Trust

11.10am Coffee

Session 2

11.30am Defining the catering offer – a vital ingredient

Case Study 1

Catering at historic attractions

Case Study 2

Finding a new supplier: the customer and supplier's perspectives – Natural History Museum

Natural History Museum and Benugo

Case Study 3

Lessons from other sectors: providing hospitality at transport terminals

Mark Kassapian, SSP

Questions and answers

1.00pm Lunch

2.00pm Introduction by afternoon chair

Session 3

2.10pm Customer relationship management and interaction

People 1st: The role of the sector skills council and proposals for a travel and tourism academy

Speaker from People 1st

Sharing the message: Yorkshire Passion

Speaker from Visit Hull and East Yorkshire

Maintaining your standards

Jonathan Winchester, MD, Shopper Anonymous

3.10pm Afternoon Tea

Session 4

3.30pm Enhancing the visitor experience and adding to the bottom line

Effective use of costumed characters

Andrew Ashmore, Andrew Ashmore and Associates

Adding value and profit through alternative management solutions

Mike Stickland, Director, Planning Solutions

Getting the retail offer right

Selina Fellows, Selina Fellows Retail and Marketing Consultancy

Questions

Round up by afternoon chair

5.00pm Close of seminar

5.00pm Drinks reception and networking

Stay and network with speakers and fellow tourism professionals

UKTOURISMPRO.NET **UKTourismPro.net**

UKTourismPro.net is the new web resource and online community that has evolved to harness a wealth of knowledge accumulated by specialists in British domestic tourism.

It is intended to be a dynamic and interactive community site that brings together those professionals with jobs in government, public agencies, local authorities, specialist organisations and tourism and travel trade businesses who show an interest and commitment to a flourishing, high quality and sustainable UK tourism sector.

Visit us at www.UKTourismPro.net

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PUBLICATIONS

Landor Travel Publications are specialists in Business and Promotional Products in the UK travel industry.

Projects recently undertaken include:

- **BRITISH AND IRISH ASSOCIATION OF ZOOS AND AQUARIUMS** – A Guide to Animal and Sealife Attractions 2009
- **TOURISM IRELAND** – Ireland: A Group Travel Guide 2009
- **TOURISM SOUTH EAST** – 2009 Group Travel Guide to South East England
- **VISIT KENT** – 2009 Kent A Group Travel Guide
- **YORKSHIRE TOURIST BOARD** – Yorkshire Group Travel Guide 2009

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Visit www.landortravelpublications.com

BEST OF BRITAIN AND IRELAND 2010



The Best of Britain and Ireland show is Britain's only official exhibition dedicated exclusively to domestic tourism.

Following the outstanding success of this year's inaugural event, the Best of Britain and Ireland 2010 event will be held over four days in March at Olympia. Wednesday 17th and Thursday 18th March will be the Travel Trade Forum trade days, followed by Friday 19th and Saturday 20th as two public days.

ANGIE WATSON Event Director **020 8563 3248**

E-mail angie@boevents.co.uk

Visit www.britainandirelandevent.co.uk

HOW TO GET THERE

The seminar will take place in the Flett Theatre at the Natural History Museum in London, which is walking distance from South Kensington station.

BY TUBE The museum is within walking distance of South Kensington station on the District, Circle and Piccadilly lines. Take the underpass from the station, signed to the Natural History Museum. When you emerge, follow the sign to the Exhibition Road entrance.

BY BUS Routes 14, 49, 70, 74, 345, 360, 414 and C1 stop. Enter through the Exhibition Road entrance.

BY CAR Driving to the Museum is not easy and parking is expensive, there is limited meter parking on Exhibition Road.

HOW TO BOOK

Please complete the Booking Form on the back page of this leaflet and fax or post back, or book online at www.landortravelpublications.com/seminar3.htm

If you have any queries please telephone: **JULIE HART** on 0845 166 8131 or e-mail events@landortravelpublications.com

This event is organised by Landor Travel Publications and kindly sponsored by Group Travel Organiser magazine, UKTourismPro.net, VisitBritain, Visit England, Best of Britain and Ireland 2010 and the Natural History Museum.

BOOKING FORM

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FOUR WAYS TO BOOK

1. Book online at
www.landortravelpublications.com/seminar3.htm
2. Fax the completed booking form to **01424 200478**
3. Email the completed booking form to
events@landortravelpublications.com
4. Post the booking form with your payment to
**Landor Travel Publications Ltd,
47 Wellington Square, Hastings TN34 1PN**

Cheque Visa/Mastercard/Switch/Delta card Invoice

Please complete clearly in BLOCK CAPITALS

1. PERSONAL DETAILS

Title (Mr/Mrs/Dr/Other – Please specify) _____

Name _____

Job Title _____

Company _____

Address _____

_____ Postcode _____

Tel _____

Fax _____

Please provide an email address for correspondence about the event

Email _____

Special or dietary requirements / access needs _____

Names of additional delegate(s)

Name _____

Job Title _____

Name _____

Job Title _____

Name _____

Job Title _____

Name _____

Job Title _____

2. PRICE INFORMATION

The fee is inclusive of refreshments, three course lunch and conference documentation

Standard rate £130 + VAT = £149.50

10% reduction for 2nd and subsequent delegates

3. PAYMENT DETAILS

All fees are payable in advance of the event. Delegates may be refused admission if payment is not received prior to the event. Delegates who have not paid will be required to provide credit card details or supply a company cheque at registration. Payment can be made by cheque, credit card or BACS transfer. Cheques should be made payable to Landor Travel Publications Ltd. Payment terms are strictly 7 days.

I enclose a cheque for £ _____ made payable to Landor Travel Publications Ltd

Please debit my Visa/Mastercard/Switch/Delta card

Card Number _____

Start Date _____ Expiry Date _____

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Cardholders Name _____

Signature _____ Date _____

Cardholders Address _____

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Please invoice quoting order no _____

VAT Registration No (for international bookings only) _____

IMPORTANT NOTE If you would like the invoice sending to an alternative address, please provide details below of the contact to which invoices should be sent. Otherwise invoices will be sent to the registered delegate who will be held responsible for ensuring that the invoice is submitted for prompt payment.

Contact name _____

Department _____

Organisation _____

Address _____

_____ Postcode _____

Tel _____ Fax _____

4. ADMINISTRATIVE DETAILS

Landor Travel Publications Ltd, 47 Wellington Square, Hastings TN34 1PN

Tel: 0845 166 8120 Fax: 01424 200478

E-mail: events@landortravelpublications.com

For accounts queries please call 0845 166 8133

VENUE AND DATE

Thursday 15th October 2009

Flett Theatre, Natural History Museum, London

CONFIRMATION

You will receive an e-mail to confirm your booking. If your booking has not been acknowledged seven days prior to the event please contact us on 0845 166 8131 to verify your booking has been received.

CANCELLATION

If for any reason you are unable to attend, cancellations received in writing by 8th October 2009 will receive a refund less an administrative charge of £50 + VAT. There will be no refunds for cancellations made after this date.

Substitutions can be made at any time at no additional cost.

DATA PROTECTION ACT

The data you provide will be held on a database in accordance with the Data Protection Act (1998). Your details may be passed to other companies who wish to contact you for marketing and communication purposes. If you do not wish your information to be passed on, please write to the Database Manager at Landor Travel Publications Ltd at the above address.

BOOK ONLINE AT

www.landortravelpublications.com/seminar3.htm