

**Project:** North East Visitor Information Network – Vision & Action Plan

**Client:** One North East

**Date:** August 2006 to May 2007

**Team:** Richard Smith, Carmel Dennis, Roger Carter

The delivery of visitor information in the North East had been subject to a number of changes in the last few years – new policies at national level, new structures at regional level, changes in the way people access information through ICT, and the development of a new regional Destination Management System (Desti-ne).

The North East region required a vision and action plan that would address these issue and provide the most appropriate course of action for the next few years.

TEAM were commissioned to provide this. Our approach included a comprehensive audit of current information provision through not only Tourist information Centres but also other communication channels – print, web, mobile and telephone. The study approach also involved significant amounts of consultation at sub-regional and local levels.

The final vision and recommendations recognised the need to provide information through multiple channels – print, web, mobile, telephone and face to face –and recognise they had different roles to play in the customers journey. Priorities included the need to refine the quality and co-ordination of delivery through information centres but also to look at the potential of new channels and particularly the role that mobile devices can play.