

ENGLAND ORIGINALS



FROM ENGLAND'S HISTORIC CITIES

CARLISLE CITY COUNCIL



www.carlisle.gov.uk

To all businesses engaged with the visitor economy: Accommodation providers, Attractions, Hospitality, Travel, Tour Guides and Retail.

As part of an exciting new project with product to support the visitor economy, Carlisle businesses are invited to come along and take part in England Originals Welcome Training on **Wednesday 5 December at Tullie House, Carlisle.**

This Autumn England's Historic Cities launch a new £1.6m initiative to attract more international visitors to fantastic English cities including Carlisle.

England Originals is a brand-new marketing campaign aimed at US Millennials, one of the fastest growing consumer groups in international travel. Our aim is to demonstrate how easy and hassle free it is to take a three or four-day trip by train into regional England.

We are making it easier to book and plan a visit and increasing the attractor-factor of our top flight historic destinations by presenting our invaluable heritage assets through exciting story-telling and augmented reality.

England Originals will benefit tourism businesses located in and around England's Historic Cities by upskilling staff and developing product knowledge.

Training is interactive and designed to deliver knowledge and skills in a relaxed and enjoyable format for front line staff and business owners alike.

**Please come to our England Originals
Welcome Training in Carlisle on
Wednesday 5 December at Tullie House**

Benefits for frontline staff and business owners include:

- A briefing on US Millennials.
- Information about what international travellers expect and how to meet those expectations.
- An introduction to England Originals including a demonstration of the England Originals App.
- Details on how Carlisle is being promoted as part of the England Originals and how your business can benefit.
- How to use social media effectively to promote your business and the destination.
- A chance to network with local businesses and organisations.

We want to help you and your staff become even more effective and informed ambassadors for Carlisle and England Originals and attract more customers through customer recommendation and repeat bookings.

If you require further information or have any questions regarding this event, please contact Debbie Kavanagh at Carlisle City Council via email:

Debbie.Kavanagh@carlisle.gov.uk or telephone **(01228) 817018**.

Welcome training costs £50 per person. The following link can be used to find more details and book your place at our Carlisle event <http://bit.ly/EOWTWCarlisle>

Be sure to book by Friday 30 November to secure a place.



Debbie Kavanagh
Carlisle City Council

Sent on behalf of England Originals and England's Historic Cities