

## Passionate after another title success

[Sep 22 2006](#) By Paul Mcmillan, The Evening Chronicle

Iconic landmarks featured alongside some of the region's leading lights have proved world-beaters for a second time.

The 'Passionate people. Passionate places' campaign has been named 'World's Leading Regional Marketing Campaign' at the World Travel Awards held in Turks and Caicos in the Caribbean.

The campaign, designed to promote North East England, beat off competition from India, the Canary Islands, Australia, Malaysia, the United States, France and Germany.

It was launched in May 2005 and features a range of people who are contributing to life in the region, pictured alongside some of the region's iconic landmarks.

Among those included are chef and Jesmond Dene House owner Terry Laybourne.

Stacey Hall, communications director at regional development agency One NorthEast said: "Winning the award in 2005 provided a fantastic boost to the North East England campaign and was a vote of confidence for the region from some of the world's influential tourism experts.

"To win two years in succession is independent endorsement of the impact the campaign is having regionally, nationally and internationally.

"It is a great accolade for the region as well as for everyone involved in the campaign and in spreading the message about the strengths of the region."

The World Travel Awards were established in 1993 and have come to be recognised as the travel industry's 'Oscars' and the best endorsement that any travel-related product can receive.

Graham Cooke, president of the World Travel Awards, said: "Winning a World Travel Award is a major accolade.

"Nominations are only accepted from members of the travel industry not directly associated with the nominee, so even to be put forward is a show of real independent endorsement.

"Following a strong start, the Regional Image campaign has developed rapidly in a short time with the North East England brand and Passionate strapline appearing at international

tourism exhibitions and on national TV advertising.

"The sustained nature of the campaign and the fact it has evolved to incorporate strong, new creative elements, have clearly been noticed by people in the travel industry and are fully recognised in this award."

The award comes three months after the influential Rough Guide series of books named a night out in Newcastle as the top attraction in Britain.