

## **North-East chosen for first travel awards**

SOME of the biggest names in the global tourism sector will attend a travel conference in the North-East next month.

The first World Travel Europe and Green Awards Ceremony and World Travel Forum is being held at The Sage, Gateshead.

More than 300 delegates from around the world will attend.

Travel critic and television personality Simon Calder will speak at the event, along with John Hays, chief executive of Hays Travel, Christopher Rodrigues, chairman of VisitBritain, and Paul Callaghan, chairman of the Sunderland-based Leighton Group.

Industry leaders, investors and entrepreneurs will debate how the travel industry is shaping the future, focusing on green issues, destinations and the media.

The North-East was chosen to host the two-day event after regional development agency One NorthEast won the World's Leading Regional Marketing Campaign with its Passionate People, Passionate Places campaign.

Margaret Fay, chairwoman of One NorthEast, said: "It is a real honour to host the World Travel awards.

"North-East England will be placed at the centre of the world stage, creating a fantastic opportunity to promote the region.

"The forum is a unique event which will allow the opportunity to share experience with industry leaders from all areas of travel and tourism."

The event will begin on Tuesday, October 9. For information, visit [www.worldtravelawards.com](http://www.worldtravelawards.com)

8:54am Friday 14th September 2007

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